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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91189023
Party	Plaintiff Whataburger Partnership
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Submission	Plaintiff's Notice of Reliance
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Date	01/28/2011
Attachments	Notices_of_Reliance-2.pdf ( 2 pages )(210817 bytes ) ExhibitB1.pdf ( 62 pages )(7050159 bytes ) ExhibitB2.pdf ( 76 pages )(4632549 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

WHATABURGER PARTNERSHIP	)	
	)	
Opposer,	)	
	)	Opp. No.: 91/189,023
v.	)	Ser. No.: 77/494,179
	)	Mark: <b>WHATTA WING!</b>
SARKIS AVAKIAN,	)	
	)	
Applicant.	)	

**Opposer's Second Notice of Reliance**

Pursuant to Rule 2.122(e) of the Trademark Rules of Practice, 37 C.F.R. § 2.122(e), Opposer WHATABURGER PARTNERSHIP, hereby gives notice of its reliance upon the attached selection of articles that refer to Opposer or its food products or services.

Attached as Exhibit B is:

- A sample of articles printed from the NEXIS database, dated from February 22, 1989 to July 20, 2010; and
- A sample of articles printed from various online news sources, dated from 1975 to July 21, 2010.

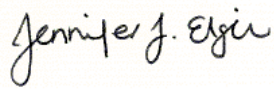
These materials are considered self-authenticating, and as such, require no extrinsic evidence of authenticity as a condition to admissibility.

These materials are relevant to this opposition because, among other things, they demonstrate that WHATABURGER and WHATA formative marks appear in a large number of unsolicited media articles referring to Opposer and its restaurants and its food products and services in a wide range of news and media outlets. These publications

indicate that Opposer enjoys a high actual public recognition of its WHATA formative marks, including the WHATABURGER mark.

Respectfully submitted,

WHATABURGER PARTNERSHIP

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Dated: January 28, 2011

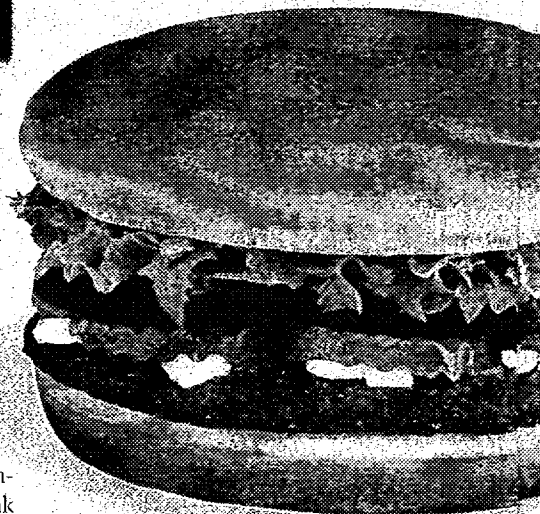
# **EXHIBIT B**



By Beth Snyder

## Whatacomeback

A back-to-the-basics strategy helps Whataburger regain its position at the top of the burger market.



In December 1993, Tom Dobson sat with his mother, Grace, in her living room in Corpus Christi, each silently contemplating what they were going to do next. With them were a few close friends and advisors.

The head of Whataburger, their family-owned burger empire, had just announced his resignation and his intention to take a job running the Bojangles chicken chain. Jim L. Peterson had held the position for almost 20 years, stepping in a few years after the Whataburger founder, Tom's father and Grace's husband, Harmon Dobson, was killed in a plane crash in 1967.

Grace had been the chairwoman of the board since her husband's untimely death. But she had hired profes-

annually, added 24-hour service, and featured all kinds of new menu items from steak to shrimp, salad to ice cream.

The problem was the changes that accompanied the growth. Somewhere along the way, Whataburger lost its original identity. What began in 1950 with Harmon Dobson's \$8,000 mobile hamburger stand in Corpus Christi had burgeoned into a behemoth multimillion dollar corporation, growing in many different directions at once.

Many customers remained fiercely loyal to the Texas icon of burger chains, but others stopped because beleaguered employees had too many products to track and not enough time to provide good service. Without a strong marketing campaign in the highly competitive fast food market, new customers were not being drawn in.

Franchise owners, who control more than a third of the stores, were not happy. They felt left out of major decisions and prohibited from contributing to their own individual restaurant's success. CEO Peterson, in particular, had earned their ire with comments about his "benevolent dictatorship" and controlling the "rise and fall of [franchise owners'] fortunes" with his whims. Some owners were even threatening legal action.

Meanwhile, management was having plenty of other problems. Several top-level executives resigned or were dismissed, but weren't replaced. Micromanaged and understaffed, Whataburger's leadership level was at an all-time low.

Tom Dobson, then working in the franchising and licensing department, had already been thinking about the problems within his family's company. For several years, he had disagreed with certain decisions and second-guessed the almost haphazard diversification. It was not the basic, good

burger company his father had envisioned.

Then Peterson quit. Acting quickly, the Dobson family owners—Grace, Tom, brother Hugh, who heads the construction division, and sister Lynn, who doesn't work at the company—made a collective decision. Tom, then 44, would take over as president and CEO.

Franchise owners were still wary. After all, he was the son of the founder; perhaps he was only inheriting the job. Besides, Dobson had been there for all these years, what was going to be different?

It didn't take long for them to change their minds. Dobson reorganized upper-level management, bringing long-time and trusted employees to the forefront of operations. Acting on ideas suggested by all employees, from franchise owners to counter servers, Dobson pared down the Whataburger menu, reorganized every level of management, and created a bold, in-your-face marketing campaign.

In 1994, overall sales jumped 5%. In 1995, sales jumped another 10%. Also in '95, Whataburger Inc. jumped to No. 1 in the country in sales growth as ranked by *Nation's Restaurant News'* annual review. There are now 500 restaurants in six states and Mexico, generating more than \$500 million in sales. It is the country's fifth largest hamburger chain in number of stores and eighth largest in sales.

Most important, customers, franchise owners, and management team members seem not only to be satisfied, but also enthusiastic about the "new" Whataburger.

When asked about the turnaround, Dobson and his managers talk about going "back to the basics," streamlining operations, and responding to customers' needs. But franchise owners talk about a renewed sense of control and trust.

For John Heiman Jr., Whataburger has



**Family tradition:** CEO Tom Dobson eliminated items such as steak and shrimp from the Whataburger menu and successfully returned the restaurant to the basic, good burger company his father had envisioned.

sional managers to fill positions, and in the past two decades the company had steadily grown and changed along with the new management.

Whataburger's problem wasn't growth. By 1993, the chain had grown to more than 300 restaurants topping \$400 million in revenue

# DESIGN & DECOR

## Fast food design: something exciting for a change

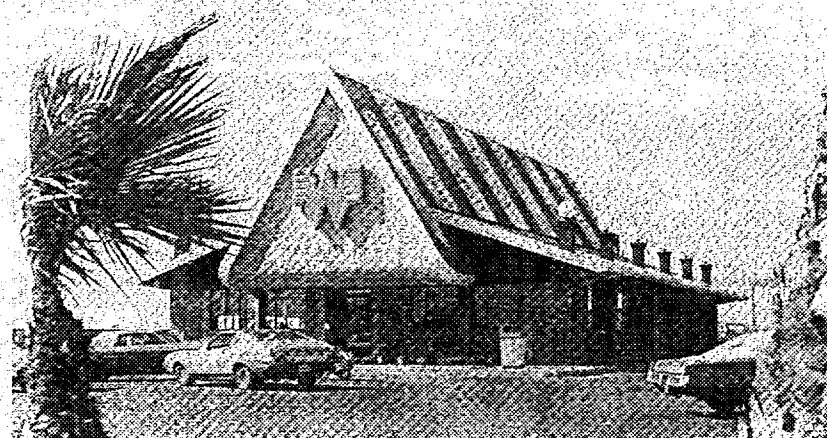
About a year ago, Whataburger unveiled its new restaurant design, a refreshing departure from past designs and a far cry from the first Whataburger building. A totally functional building; it was devoid of form, designed to be picked up and carted away whenever business dropped off.

At the unveiling, Charles F. Snyder, president, said: "This new restaurant has been designed from the customer's viewpoint with his comfort and convenience kept in mind."

The new design is by Richard A. Wallace, a Dallas architect. We asked Wallace to tell us why he designed what he did and what he hoped his design would do for Whataburger's profits. Here's what he told us:

I saw Whataburger's problem as one of merchandising. Their product is excellent so any improvements had to be in customer presentation.

There were two primary problems I hoped to solve with design: waiting time and uncomfortable seating. Waiting time was about 6 minutes. When you consider that every Whataburger is custom-made, that's not too long. But I wanted to reduce the time to compete with restaurants that precook their hamburgers. So the counters are designed to accommodate scattergun service. Using counter personnel to



monitor the crowds and alert the cooks, waiting time has been cut to about 2 minutes—and the custom-burger retained.

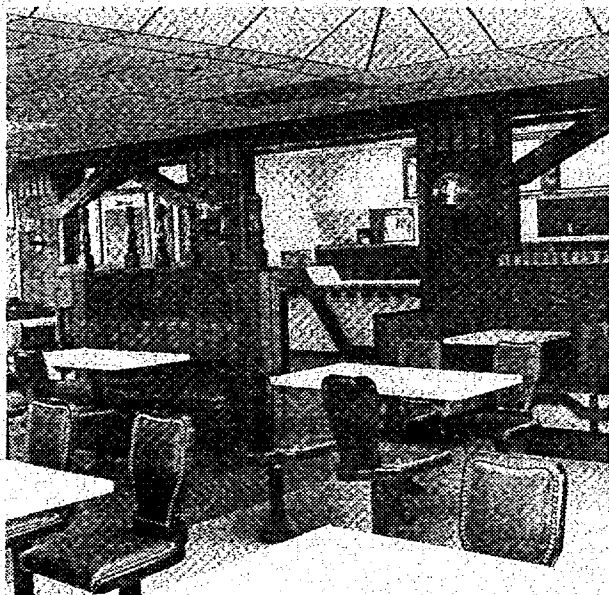
Whataburger had outgrown its old seating area design. It was too spartan and uninviting. Consequently, the new design has padded chairs and booths, lots of brick and wood accents for warmth and more subdued lighting than before. The atmosphere is still very casual but any customer—whether in a business suit or very informally dressed—should feel comfortable.

All materials used are easy-care for fast clean-up. Visual access to the dining area by cleaning crews is provided

by a decorative partial wall. Yet, the two areas are very separate. The customer can eat leisurely without being aware of frenetic serving activity.

In my design, I wanted to incorporate every step-saving device for speed and efficiency and easy-care behind the scene but provide the customer an air of relaxation out front."

The Whataburger chain includes 151 restaurants, of which 36 are company-owned. Most units are in the southwest, but the firm plans to expand nationally beginning in the southwest. By 1980 Whataburger hopes to have 240 units, of which 50 will be company-owned.



### DESIGN BUYERS GUIDE

ITEM	MANUFACTURER	NO.
Booths	The Fabricators	556
Tables	The Fabricators	557
Light fixtures	Virden Lighting	558
Draperies	Del Mar Loomcrafted	559

For more information about these items, write clearly the appropriate number in this magazine and mail

A11 Design & Decor  
Hospitality 1975



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November 30, 2009 Monday 6:15 AM EST

**LENGTH:** 476 words

**HEADLINE:** '12 Days of Whataburger' Spreads Holiday Cheer;  
Month-long 'Whataburger Serves' initiative shows customers appreciation with internet coupons for free food

**DATELINE:** SAN ANTONIO, Nov. 30

**BODY:**

SAN ANTONIO, Nov. 30 /PRNewswire/ -- Fanatical customers of family-owned Whataburger will celebrate the holidays this year with some spare change thanks to the '12 Days of Whataburger.' As part of the company's 'Whataburger Serves' initiative, the month-long internet coupon campaign offers customers the opportunity to receive up to 12 free food items throughout December.

The coupons include offers for free menu items such as fries, drinks, fried pies and even the company's famous breakfast taquitos. Customers can sign up to receive the coupons via e-mail at [http://www.whataburger.com/whataburger\\_serves/12\\_days\\_of\\_whataburger](http://www.whataburger.com/whataburger_serves/12_days_of_whataburger). After signing up, customers will receive a different coupon every other day beginning Tuesday, December 1, and ending with a grand finale coupon for a free Whataburger on Christmas Eve Day, Thursday, December 24. Each coupon is valid for one day only.

"We're thankful for our loyal customers and understand how hard they're working this year to make ends meet," Preston Atkinson, Whataburger Restaurants, LP President and COO, said. "This is our way of helping them make their money stretch a little further this holiday season."

The '12 Days of Whataburger' internet coupon campaign is part of 'Whataburger Serves,' a long-term series of themed activities that demonstrate Whataburger's service-oriented approach to business. Plans include events to build employee team spirit and morale, customer appreciation initiatives with fun activities and free food offers, and community programs that support groups in need. More information about 'Whataburger Serves' is available at [http://www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

**ABOUT WHATABURGER:**

Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950 when Harmon Dobson opened the first Whataburger as a small roadside burger stand in Corpus Christi, Texas. Dobson gave his restaurant a name he hoped to hear customers say every time they took a bite of his made-to-order burgers: "What a burger!" Within the first week, people lined up around the block for his 25 cent, all-American beef burgers served on five-inch buns. Today, the company is headquartered in San Antonio, Texas, with nearly 700 locations in 10 states with sales of more than \$1 billion annually. Visit [www.whataburger.com](http://www.whataburger.com) for more information on the company.

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'12 Days of Whataburger' Spreads Holiday Cheer; Month-long 'Whataburger Serves' initiative shows customers appreciation with internet coupons for free food PR Newswire November 30,

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SOURCE Whataburger

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LOAD-DATE: December 1, 2009



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February 5, 2010 Friday 6:18 AM EST

**LENGTH:** 743 words

**HEADLINE:** Love Is in the Air at Whataburger;  
Customer stories inspire 'I Love Patty Melt' Valentine's Day campaign

**DATELINE:** SAN ANTONIO, Feb. 5

**BODY:**

SAN ANTONIO, Feb. 5 /PRNewswire/ -- Whataburger celebrates Valentine's Day with a sweetheart deal for couples featuring its most beloved limited time menu item. From 5 to 10 p.m. on Sunday, February 14, any couple can purchase a Patty Melt Whatameal, which includes fries and a drink, and receive a second Patty Melt Whatameal free for dine-in service. Customers can even send a special e-vite from [www.whataburger.com](http://www.whataburger.com) to ask their Valentines to join them for "I Love Patty Melt" night.

Whataburger fans who found love under the orange W are the inspiration for the burger chain's "I Love Patty Melt" promotion. Customer John Miller met his wife Linda at a San Antonio, Texas, Whataburger in 1981 when she was an assistant manager and he stopped in for breakfast. Their first date followed over a Whataburger breakfast and two weeks later, they became engaged. The couple still celebrates every November 28 at "their" Whataburger and in 2008, arrived to find a reserved table prepared for them by the restaurant team with white linens, flowers, cake and matching his-and-her Whataburger-branded Fossil watches.

"We've heard so many great Whataburger love stories from our customers, and our 'I Love Patty Melt' promotion is our way of thanking them for sharing their stories and hopefully inspiring some new ones," said Rich Scheffler, Whataburger Restaurants, LP Group Director of Marketing. "We hope to see everyone - from couples who have just met to couples like the Millers who have been married for more than 25 years - enjoying our Patty Melt together on Valentine's Day."

Whataburger holds special memories for many customers, like Naomi Davis of Deer Park, Texas, who says she and her husband went dancing on their first date, and afterwards he asked where she'd like to go eat. She said "Whataburger" and that's when he said he knew she was the one. Whataburger fan and National Guardsman Darrell Clendenen returned home from an overseas tour of duty in December to surprise his bride of 25 years with an anniversary party at a Houston Whataburger that had been specially decorated for the occasion. Newlyweds Kristen and James Gardiner, who met at a Whataburger while still in college, were engaged at that same Whataburger in College Station, Texas, and later posed for their wedding photos there.

Whataburger's tasty Patty Melt, available through March 1, is made with two 100 percent fresh, never frozen, American beef patties grilled to perfection, topped with two slices of Monterey Jack cheese, grilled onions and a creamy pepper sauce between two slices of Texas toast. The meal comes with fries however customers can substitute a side salad for an additional charge. The Patty Melt first debuted on the menus in 2008.

**ABOUT WHATABURGER SERVES:**

Love Is in the Air at Whataburger; Customer stories inspire 'I Love Patty Melt' Valentine's Day campaign PR Newswire  
February 5, 2010 Friday 6:18 AM EST

"I Love Patty" is part of Whataburger Serves. The long term initiative includes events to build employee team spirit and morale, customer appreciation initiatives with fun moments and free food offers, and community initiatives that will support groups in need. To learn more about Whataburger Serves and coming plans, visit [www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

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December 21, 2009 Monday 4:35 PM EST

**LENGTH:** 370 words

**HEADLINE:** Whataburger Donates More Than 3,000 Toys to Fire-Rescue Departments in Seven Cities

**DATELINE:** SAN ANTONIO, Dec. 21

**BODY:**

SAN ANTONIO, Dec. 21 /PRNewswire/ -- The results of Whataburger's company-wide Christmas toy drive are in and employees of the iconic burger chain donated more than 3,000 toys to fire-rescue departments in seven cities.

The toy drives coincided with 'Whataburger Serves,' a new long-term initiative designed to share the Whataburger spirit of selfless service with customers, employees and the community.

"Whataburger is dedicated to serving the community. Our employees are always willing to help each other and our community. The outpouring of support for this initiative was amazing," said Tom Dobson, Whataburger Restaurants, LP Chairman and CEO.

The toy drives were held in El Paso, Dallas, Pensacola, San Antonio, Houston, Corpus Christi and Waxahachie and were collected both at the local restaurants and corporate offices. The toys were then donated to local fire-rescue departments in the cities and were distributed to area children.

About Whataburger Serves:

'Whataburger Serves' plans include events to build employee team spirit and morale, customer appreciation initiatives with fun moments and free food offers, and community initiatives that will support groups in need. To learn more about 'Whataburger Serves' and coming plans, visit [www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

About Whataburger:

Whataburger is the nation's eighth largest burger chain with nearly 700 locations in 10 states. Headquartered in San Antonio, Texas, the company has sales of more than \$1 billion annually. Visit <http://www.whataburger.com> for more information on the company.

This press release was issued through 24-7PressRelease.com. For further information, visit <http://www.24-7pressrelease.com>.

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Whataburger Donates More Than 3,000 Toys to Fire-Rescue Departments in Seven Cities PR Newswire December 21,  
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LOAD-DATE: December 22, 2009





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Business Wire

January 6, 2003, Monday

**DISTRIBUTION:** Sports Editors/Business Editors

**LENGTH:** 455 words

**HEADLINE:** Whataburger to Sign Largest Ever Agreement for Florida; Pro Athletes, Texas Businessmen Join Forces to Build 28 New Restaurants in Jacksonville, Fla. Area

**DATELINE:** CORPUS CHRISTI, Texas, Jan. 6, 2003

**BODY:**

Whataburger, Inc. will sign its largest agreement for Florida in a star-studded ceremony at its flagship Whataburger By the Bay restaurant on Wednesday, January 8th at 10:15 a.m. CST.

On hand will be investors in the franchise group including: Arizona Cardinals lineman Leonard Davis, retired Cardinal Andre Wadsworth, retired Miami Dolphins linebacker Robert Jones, Buffalo Bills lineman Mike Williams, retired Dell executive Jay Bell and his wife Rhonda Bell and Debi Schneider, wife of investor and Dell CFO James Schneider. Other investors include Jacksonville Jaguars quarterback Mark Brunell and Flynn Kile, widow of St. Louis Cardinals pitcher Darryl Kile.

Headed by Austin businessman Gregory L. Feste as General Partner of JWB Ventures, LTD, the group will commit to building 28 Whataburger restaurants in Jacksonville, Florida.

"The Whataburger concept is one of the best and most exciting opportunities we have run across in years -- we are so pleased to be associated with the entire Whataburger family whose people and product are absolutely first rate," said Mr. Feste, founder and chairman of FesteCapital, an Austin investment and consulting firm. "We're confident that our strategic alliance with Whataburger, coupled with the resources and management that FesteCapital brings to the table will make a mark in Jacksonville -- a sure success for our customers as well as our team."

"I am thrilled to help bring Whataburger to Jacksonville," said Mark Brunell, Jacksonville Jaguars quarterback. "I'm excited not only about the financial opportunities but the privilege to endorse a superb organization and the best hamburger in town."

The franchise deal is the result of Whataburger's aggressive development initiative that began in 2001. Since the initiative began, the company has received franchisee commitments for more than 60 new units, far exceeding projections and average growth rates within the industry.

"Whataburger and JWB will be a winning team," said Whataburger President and COO Tim Taft. "Mr. Feste and his partners will elevate Florida to a key market for Whataburger and we welcome them into the Whataburger family."

Currently there are approximately 250 franchised Whataburger locations and nearly 600 units total in the Whataburger chain, making it the 8th largest burger chain in the nation.

Family-owned Whataburger, Inc. was founded by Harmon Dobson in Corpus Christi in 1950. Today, the company has restaurants in eight states, with annual sales topping \$600 million.

Whataburger to Sign Largest Ever Agreement for Florida; Pro Athletes, Texas Businessmen Join Forces to Build 28  
New Restaurants in Jacksonville, Fla. Area Business Wire January 6, 2003, Monday

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**LOAD-DATE:** January 7, 2003



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September 3, 2009 Thursday 6:00 AM EST

**LENGTH:** 756 words

**HEADLINE:** 36,864 Ways to Customize the Usual Whataburger Order;  
Quick service chain Whataburger is launching a month-long campaign to remind customers to make their Whataburger a custom-made one.

**DATELINE:** SAN ANTONIO, Sept. 3

**BODY:**

SAN ANTONIO, Sept. 3 /PRNewswire/ -- Quick service chain Whataburger is launching a month-long campaign to remind customers to make their Whataburger a custom-made one. In fact, there are 36,864 different ways to make a Whataburger with special requests like grilled onions, jalapenos, triple meat and extra cheese.

The campaign includes new signage at all of the chain's locations on inside and outside menu boards inviting customers to customize their Whataburger with step-by-step instructions. The chain's approach to burger customization is part of the heritage established by founder Harmon Dobson. Dobson opened the first Whataburger location as a short order grill where every order was made-to-order in a small, roadside stand in Corpus Christi, Texas, in 1950.

The company continues to pride itself on top-notch customer service today by delivering each customer's burger made-to-order, like those of Whataburger fan Joe Martinez. Martinez has a 15-year Sunday night tradition of having Whataburger and watching a movie with his family.

"Fifteen years ago I started ordering a Whataburger with cheese on a toasted wheat bun with grilled onions and jalapenos," said Martinez. "Colleagues even know what I'm going to order for lunch before they ask. A former colleague once guessed my lunch order during a work meeting. A friend asked her how she knew and she replied, 'We worked together for four years!' So everyone I know, knows just how I like my Whataburger."

Specific orders like Martinez's are common and provide golden opportunities for Whataburger's hospitality-focused burger building professionals who memorize regular customers' orders and routinely execute special requests like extra pickles, add mayonnaise, extra crispy bacon and grilled onions or jalapenos.

The ordering process starts with customers choosing their meat. Customers can choose from four options: a four-ounce Whataburger patty or two-ounce Whataburger Jr. patty made from 100 percent pure American beef or grilled chicken or breaded Whatachick'n. Customers can also add double or triple meat.

Next, customers can choose from four bread options. Choices include Whataburger's larger-than-industry-standard five-inch white or wheat bun, Texas toast or a smaller, four-inch white bun. Customers can also request the bun toasted or not. All of Whataburger's bread is baked fresh and delivered to each restaurant five times a week, a standard normally reserved for grocery stores.

Customers then select the condiments for their burger which sets Whataburger apart because of their extraordinary freshness and proprietary recipes. Customers can choose from mayonnaise, mustard or Whataburger's proprietary Fancy Ketchup that inspires its own fan following on Facebook.

36,864 Ways to Customize the Usual Whataburger Order; Quick service chain Whataburger is launching a month-long campaign to remind customers to make their Whataburger a custom-made one. PR Newswire Se

Finally, add on some fresh, crisp vegetables: lettuce (chopped fresh each day after arriving in every restaurant as full heads of lettuce), tomatoes (sliced fresh daily), pickles and onions. Extras like cheese, jalapenos and bacon give the burger's flavor a kick and personality all its own.

"We are committed to delivering one-of-a-kind orders for our customers and we invite them to stop by for their custom burger order," said Clifton Rutledge, Vice President of Restaurant Operations for Whataburger Restaurants, LP. "Whether it's a Whataburger with triple meat on a 5" white bun, with mustard, onion and two slices of cheese or a double meat on Texas toast, fancy ketchup, mayo, tomato, lettuce, jalapenos and bacon, there is no order we won't make."

Though the campaign spotlighting Whataburger's penchant for special orders ends September 28, the company will continue to make every burger made-to-order with 36,864 options, 24 hours a day, seven days a week and 364 days a year.

About Whataburger:

Whataburger has nearly 700 locations in 10 states and is headquartered in San Antonio, Texas. The company has sales of more than \$1 billion annually. Visit <http://www.whataburger.com> for more information on the company.

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July 20, 2010 Tuesday 7:15 AM EST

**LENGTH:** 698 words

**HEADLINE:** Whataburger Celebrates 60 Years as a Burger Icon;  
'Orange Night Out' customer appreciation event marks milestone anniversary.

**DATeline:** SAN ANTONIO, July 20

**BODY:**

SAN ANTONIO, July 20 /PRNewswire/ -- Sixty years ago, Texas entrepreneur Harmon Dobson opened a small burger stand in Corpus Christi and called it Whataburger because he believed that's what customers would say when they took a bite of his big, fresh, made-to-order burgers.

On August 3, Whataburger celebrates its 60th anniversary as a southern burger icon and as one of the nation's largest burger chains, with more than 700 locations in 10 states. To mark the occasion and to thank its millions of loyal fans, the company will host "Orange Night Out" at most of its restaurants on Tuesday, August 3 from 5 to 8 p.m. Every dine-in customer who comes dressed in the company's signature orange will receive a free Whataburger.

"Whataburger has been blessed with 60 years of success thanks to the loyalty of our customers, the hard work of our employees and the commitment of our Franchisees," said Whataburger Chairman and CEO Tom Dobson. "In 1950, when our Dad opened the first Whataburger in Corpus Christi, he served over 400 customers that first day. Here we are, sixty years later, and on any given day, we serve over 460,000 customers. We are thankful for the success our family-owned company has achieved and eager to continue serving our customers for many more years."

Because Whataburger has inspired generations of fanatical fans, the company will also search for its biggest Whataburger fan with an online contest that begins August 4. Customers can submit pictures and essays or videos to show their love for Whataburger for a chance to win 60 years of free Whataburger, a trip to the Whataburger convention in Dallas, TX and other cool prizes.

The famous Whataburger that has earned all the love is exactly the same today as it was in 1950 - an all-American fresh beef patty with four dill pickle slices, three fresh tomatoes, crisp lettuce and mustard, served on a freshly baked 5-inch bun. Customers can customize their burgers with cheese, jalapenos, bacon, extra patties and much more - in fact, there are more than 36,864 possible combinations. In addition to lunch and dinner, the restaurants are a destination for late-night dining and breakfast, and most locations are open 24 hours a day, 364 days a year.

Family-owned Whataburger has restaurants in Texas, Alabama, Arizona, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico and Oklahoma. In 2001, Whataburger was officially recognized as a "Texas Treasure" by the Texas Legislature.

About Whataburger Serves:

"Orange Night Out" is part of Whataburger Serves. The long term initiative includes events to build employee team spirit and morale, customer appreciation initiatives with fun moments and free food offers, and community initiatives

Whataburger Celebrates 60 Years as a Burger Icon; 'Orange Night Out' customer appreciation event marks milestone anniversary. PR Newswire July 20, 2010 Tuesday 7:15 AM EST

that will support groups in need. To learn more about Whataburger Serves and coming plans, visit [www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

About Whataburger:

Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950 when Harmon Dobson opened the first Whataburger as a small roadside burger stand in Corpus Christi, Texas. Dobson gave his restaurant a name he hoped to hear customers say every time they took a bite of his made-to-order burgers: "What a burger!" Within the first week, people lined up around the block for his 25 cent, all-American beef burgers served on five-inch buns. Today, the company is headquartered in San Antonio, Texas, with more than 700 locations in 10 states with sales of more than \$1 billion annually. Visit [www.whataburger.com](http://www.whataburger.com) for more information on the company.

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SOURCE Whataburger

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LOAD-DATE: July 21, 2010



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March 23, 2010 Tuesday 7:17 AM EST

**LENGTH:** 556 words

**HEADLINE:** 'Cookies and Milk' Event Shares Sweets and Smiles;  
'Whataburger Serves' initiative shows customer appreciation with 'Cookies and Milk' events

**DATELINE:** SAN ANTONIO, March 23

**BODY:**

SAN ANTONIO, March 23 /PRNewswire/ -- Bacon and eggs, burgers and fries, and cookies and milk all taste best in pairs, and the only way to make one of the items better is when the other is free. In honor of its new cookies, Whataburger will give customers free milk with any cookie purchased from 11 a.m. to 8 p.m. on Tuesday, March 30 and Wednesday, March 31.

Cookie lovers can choose from Whataburger's new Chocolate Chunk or Sugar cookies and receive a free chocolate or regular milk.

"We appreciate our loyal customers and couldn't think of a better way to introduce our new cookies than with free milk," said Rich Scheffler, Group Director of Marketing for Whataburger Restaurants, LP. "Our new cookies are a delicious, trans-fat free way to end a meal or enjoy as an anytime snack."

Whataburger Family Members will share free cookies and milk this week with children's hospitals in eight cities, including El Paso, Fort Worth, Dallas, San Antonio, Houston, Corpus Christi and Austin, TX; and Oklahoma City, OK. The events are designed to provide sweet treats and fun moments for the children and their families at the hospitals. The 'Cookies and Milk' event is part of the company's 'Whataburger Serves' initiative that demonstrates the company's service-oriented approach to business through customer appreciation and community events.

The free milk with cookies offer is for dine-in and take-out customers at all Whataburger restaurants. Limit four free containers of milk per person per order.

**ABOUT WHATABURGER SERVES:**

Whataburger's Milk & Cookies event is part of Whataburger Serves, a year-long series of themed activities that demonstrate Whataburger's service-oriented approach to business. Plans include events to build employee team spirit and morale, customer appreciation initiatives and activities as well as free food offers, and community programs that support groups in need. More information about 'Whataburger Serves' is available at [http://www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

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'Cookies and Milk' Event Shares Sweets and Smiles; 'Whataburger Serves' initiative shows customer appreciation with  
'Cookies and Milk' events PR Newswire March 23, 2010 T

five-inch buns. Today, the company is headquartered in San Antonio, Texas, with more than 700 locations in 10 states with sales of more than \$1 billion annually. Visit [www.whataburger.com](http://www.whataburger.com) for more information on the company.

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LOAD-DATE: March 26, 2010





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January 11, 2010 Monday 7:18 AM EST

**LENGTH:** 486 words

**HEADLINE:** Whataburger Turns Up the Heat With Fiery 'Jalapeno Week';  
January 11 - 17 event includes free peppers and jalapeno eating contests

**DATELINE:** SAN ANTONIO, Jan. 11

**BODY:**

SAN ANTONIO, Jan. 11 /PRNewswire/ -- Whataburger is spicing up January's frigid weather with its first-ever Jalapeno Week. Beginning Monday, January 11 through Sunday, January 17, customers can add jalapenos to any burger, sandwich, taquito or other entree for free, regularly about 45 cents per item.

On Tuesday, January 12, firefighters and police officers from 16 different departments in eight cities will compete in jalapeno eating contests at Whataburger restaurants in El Paso, Dallas, San Antonio, Houston, Corpus Christi and Austin, Texas; Oklahoma City, Okla. and Phoenix, Ariz. Department teams will see who can eat 12 whole, pickled jalapenos the fastest, with the winning team taking home \$750 for a charity of their choice. The runners-up will each earn \$250 for charities of their choosing. Overall, Whataburger will donate \$8,000.

"Because of our roots in Texas and the Southwest, our customers are no strangers to spicy heat. In an average week, we get requests to add jalapenos more than 100,000 times," said Rich Scheffler, Group Director of Marketing for Whataburger Restaurants, LP. "Our customers know our heritage of making every order customized and they're not afraid to take advantage and spice things up."

Whataburger's Jalapeno Week is part of Whataburger Serves, a year-long series of themed activities that demonstrate Whataburger's service-oriented approach to business. Plans include events to build employee team spirit and morale, customer appreciation initiatives and activities as well as free food offers, and community programs that support groups in need. More information about 'Whataburger Serves' is available at [http://www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

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Whataburger Turns Up the Heat With Fiery 'Jalapeno Week'; January 11 - 17 event includes free peppers and jalapeno eating contests PR Newswire January 11, 2010 Monday 7:18 AM EST

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URL: <http://www.prnewswire.com>

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May 11, 2010 Tuesday 7:15 AM EST

**LENGTH:** 452 words

**HEADLINE:** Whataburger Brings Back the Honey BBQ Chicken Strip Sandwich;  
Customer favorite available from May 10 to June 21.

**DATELINE:** SAN ANTONIO, Texas, May 11

**BODY:**

SAN ANTONIO, Texas, May 11 /PRNewswire/ -- Just in time for National Barbecue Month, Whataburger brings back its wildly popular limited-time menu item, the Honey BBQ Chicken Strip Sandwich, beginning May 10 at 3 p.m. through June 21.

The sandwich, first introduced in February 2005, features Whataburger's sweet and tangy Honey BBQ sauce, three real chicken breast tenderloins and two slices of Monterey Jack cheese. This year customers can choose to have the sandwich on a big toasted bun or bold Texas Toast.

"We get emails year round from customers asking us when they can get the Honey BBQ Chicken Strip sandwich again - it's that popular," said Rich Scheffler, Whataburger Restaurants, LP Group Director of Marketing. "We always look forward to bringing back the favorites, and we think people will enjoy having the option to choose between a bun and Texas Toast."

The Honey BBQ Chicken Strip sandwich is available alone or in a combo meal with a drink and French fries, or customers can substitute fries for Whataburger's new side salad for an additional 25 cents. The new salad is about half the size of Whataburger's current garden salad and is a mix of romaine and iceberg lettuce, grape tomatoes and carrots.

For nutritional information for the Honey BBQ Chicken Strip Sandwich or any other item on the Whataburger menu, customers can go to [www.whataburger.com](http://www.whataburger.com).

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Whataburger Brings Back the Honey BBQ Chicken Strip Sandwich; Customer favorite available from May 10 to June 21. PR Newswire May 11, 2010 Tuesday 7:15 AM EST

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LOAD-DATE: May 12, 2010



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March 3, 2010 Wednesday 6:18 AM EST

**LENGTH:** 464 words

**HEADLINE:** Whataburger Debuts New Grilled Chicken Melt Sandwich;  
Limited time menu item brings fresh flavors, offers customers more chicken options

**DATELINE:** SAN ANTONIO, March 3

**BODY:**

SAN ANTONIO, March 3 /PRNewswire/ -- Whataburger announces the introduction of its new Grilled Chicken Melt sandwich featuring a grilled chicken breast topped with a savory mix of green and red bell peppers and onions and a slice of Monterrey Jack Cheese served on a whole wheat bun. The limited time menu item is available through April 12.

"The fajita seasoned green and red bell peppers and onions are grilled to perfection and add a zesty flavor that complements the Monterrey Jack cheese and fresh grilled chicken breast for a deliciously balanced sandwich," said Rich Scheffler, Whataburger Restaurants, LP Group Director of Marketing. "Our customers expect bold menu options from Whataburger and the new sandwich is unlike anything we've offered in the past."

Also new on the menu is Whataburger's new side salad as a substitute option for French fries for an additional charge. The salad is about half the size of Whataburger's current garden salad and is a mix of romaine and iceberg lettuce, grape tomatoes, carrots, croutons and your choice of salad dressing.

In addition to our popular regular-menu chicken items such as the Whatachick'n Sandwich, the Grilled Chicken Sandwich, Chicken Strips and Honey Butter Chicken Biscuit, other limited-run chicken menu items at Whataburger have included the Buffalo Whatachick'n Sandwich, the Peppercorn Ranch Whatachick'n and the Honey BBQ Chicken Strip sandwich.

**ABOUT WHATABURGER:**

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Whataburger Debuts New Grilled Chicken Melt Sandwich; Limited time menu item brings fresh flavors, offers customers more chicken options PR Newswire March 3, 2010 Wednesday 6:18 AM EST

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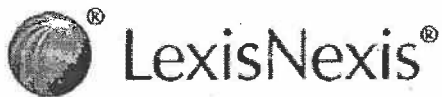
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SEPTEMBER 11, 1996, WEDNESDAY

**DISTRIBUTION:** TO BUSINESS/ENERGY DESKS

**LENGTH:** 564 words

**HEADLINE:** MORE THAN 1,100 TEXAS HIGH SCHOOLS TO COMPETE FOR WHATABURGER'S SCHOLAR/ATHLETE OF THE WEEK AWARD

**DATELINE:** CORPUS CHRISTI, Texas, September 11, 1996

**BODY:**

As high school teams throughout Texas warm-up to compete at boy's and girl's U.I.L. athletic championships to be broadcast on Prime Sports during the 1996-97 season, Whataburger, Inc. has agreed to showcase the state's top senior student/athletes with the Whataburger Scholar/Athlete of the Week Award. The Corpus Christi-based company signed on as title sponsor of the prestigious award and became a charter member of the Texas High School Championships Corporate Partner Program.

According to President and CEO Tom Dobson of Whataburger, Inc., "We believe that through the combination of a sound education and athletic competition, Texas youth gain a lifelong benefit. That's why Whataburger enthusiastically supports the U.I.L. and Texas educators in the advancement of these programs."

The nominating process for the Whataburger Scholar/Athlete of the Week Award is overseen by Dr. William Farney, U.I.L. Director in Austin, Texas. Texas high school coaches are invited to nominate senior scholar/athletes from their schools in all U.I.L. sports, such as football, basketball, softball, tennis, volleyball, track and field, and baseball, among others. Award criteria include the student's grade average, senior class ranking, their sport(s), honors/awards and outside hobbies/interest.

In addition to receiving the award, the Whataburger Scholar/Athlete of the Week appears on the H.S. Extra Program which airs on Prime Sports every Sunday at 8:30 a.m. (CT). The program is rebroadcast on Mondays at 10:30 p.m. During football season, the H.S. Extra Live scoreboard and highlight show, which airs on Fridays at 11 p.m. on Prime Sports, will also feature the scholar/athlete of the week.

"Whataburger and the High School Extra Program on Prime Sports are highly recognized throughout the state," says Dr. Farney. "We look forward to our corporate partnership with Whataburger and the momentum and recognition that continues to build for this program."

The first Whataburger Scholar/Athlete of the Week recipient for September is Mark Adams of Ranger High School in Ranger, Texas. With a grade point average of 95, Mark ranks eighth in his senior class. He plays defensive end and tightend in football, and also plays on the basketball and baseball teams. He's made All-District in each of these sports. But what makes Mark Adams unique as the Whataburger Scholar/Athlete of the Week is that, in addition to his sports achievements, he is an All-State concert pianist.

"The caliber of these student scholar/athletes is top-notch," says Jeff Nordstrom of Whataburger's marketing department. "We congratulate their teachers and coaches for their guidance." In January and June 1997, Whataburger will present a \$2,000 scholarship to the top boy and girl from among the weekly award winners of that period.

**MORE THAN 1,100 TEXAS HIGH SCHOOLS TO COMPETE FOR WHATABURGER'S SCHOLAR/ATHLETE OF THE WEEK AWARD Southwest Newswire SEPTEMBER 11, 1996, WEDNESDAY**

Headquartered in Corpus Christi, Texas, Whataburger, Inc. was founded in 1950 by Harmon A. Dobson and, today, under the leadership of Tom Dobson, the founder's son, generates more than \$500 million in revenues annually and employs more than 8,000 young people throughout its more than 520 restaurants in seven states and Mexico. Since its founding, Whataburger, Inc. has been a major supporter of education and athletics throughout Texas.

CONTACT: Jeff Nordstrom, Whataburger, Inc. 512/878-0333; or Annemarie Marek, Marek & Company, 214/828-0634.

**LOAD-DATE:** September 11, 1996





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March 25, 2008 Tuesday 1:00 PM GMT

**LENGTH:** 686 words

**HEADLINE:** Iconic A-frame Design Spotlighted on Whataburger.com;  
Texas burger icon honors 16 historic restaurants as part of its legacy

**DATeline:** CORPUS CHRISTI, Texas March 25

**BODY:**

CORPUS CHRISTI, Texas, March 25 /PRNewswire/ -- In March of 1961, a first-of-its-kind restaurant opened its doors in Odessa, Texas. Its three-story A-frame silhouette painted with orange and white stripes created a landmark on the flat, expansive landscape of the West Texas plains. Nearly 40 years later, Whataburger's iconic A-frame design is making another debut, this time in the 21st century, via the information superhighway.

This month the family-owned company, known for its made-to-order burgers, will feature all 16 of the remaining A-frame restaurants on its Web site, Whataburger.com. The feature has been in development since last August and is designed for the burger chain's devoted fans that plan their vacation destinations based on the nearest Whataburger. Those fans will now be able to plan their travels through Texas, Oklahoma, Alabama and Florida with stops at each of the historic restaurants.

Visitors to the site will find current-day photos, historic details, information on renovations done to preserve the iconic buildings as well as quirky facts. For example, the last remaining A-frame in Tallahassee, Fla. opened in 1970 and is just down the street from the Florida governor's mansion and state capitol, making it a popular lunch stop for politicians. It also has devoted customers such as Tom and Karen Meehan who exchanged vows at the restaurant in their "What-a-Wedding" in September 2000. They still visit the restaurant regularly in their 1957 Chevy with a local classic car club.

"Whataburger has not built an A-frame since the 1970s because of a shift to more restrictive ordinances and the need for a larger kitchen layout to support our business model. They represent an historic era when A-frame architecture was at its height of popularity for vacation homes and have become a symbol of a simpler time," said James Turcotte, Vice President of Property and Facilities for Whataburger Restaurants, LP. "Our founder would be proud of the fact that our customers and the communities we serve have come to treasure these buildings as historic landmarks and request that we preserve their design."

Whataburger's founder, Harmon Dobson, a former bush pilot, created the A-frame to make a statement. The three-story building towered higher than the majority of the landscape and was constructed using steel, glass, long-life plastic-coated metal panels, plexiglass, aluminum and stainless steel. The A-frames were built to withstand 150 mph winds of the hurricane season, and upon completion, had more than 6,500 watts of lighting to illuminate the night sky.

Legend has it Dobson chose the trademark orange and white stripes because of his aviation background. Paired with the Whataburger name atop the ridgerow of the building, customers could recognize the restaurants more than a mile away. At the height of the A-frame design's use, more than 100 Whataburger restaurants bore the tall silhouette.

Iconic A-frame Design Spotlighted on Whataburger.com; Texas burger icon honors 16 historic restaurants as part of its legacy PR Newswire March 25, 2008 Tuesday 1:00 PM GMT

Today, only 16 of the original A-frames remain. Whataburger Restaurants, LP and the franchisees who own the restaurants preserve the original silhouette and make changes such as enclosing the canopy to create a larger dining room and kitchen area, adding drive-thru windows, and adding localized decor like photos of the Duncanville High School Panthers basketball team.

Whataburger now has more than 700 locations in 10 states with sales of more than \$1 billion annually. To take a tour of the A-frame site, visit <http://www.whataburger.com/>.

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Web site: <http://www.whataburger.com/>

SOURCE Whataburger Restaurants, LP

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FEBRUARY 26, 1990, MONDAY

**DISTRIBUTION:** TO SPORTS DESKS

**LENGTH:** 382 words

**HEADLINE:** SPORTSWIRE;  
ARLINGTON, HOUSTON PLAY HOST TO 1990 WHATABURGER ALL STAR GAMES

**DATELINE:** HOUSTON, February 26, 1990

**BODY:**

This summer, more than 150 of the state's top-ranked athletes will take their final bows as high school seniors in the 1990 Whataburger Boys and Girls All-Star Games. Houston has been selected to host the boys football and basketball games, while Arlington will be the site for both the girls volleyball and basketball games.

According to Donald Jay, executive vice president of the Texas High School Coaches Association (THSCA), this summer's basketball classic will tip-off at the University of Houston's Hofheinz Pavilion on Monday, July 30 at 7:30 p.m., while gridiron action kicks off at The Astrodome on Tuesday, July 31 at 7 p.m. The contests will coincide with the opening of the Association's annual coaches clinic.

Earlier that month, on Saturday, July 14, the East all-stars meet those from the West center court at Arlington's Birdville Coliseum as the top girls high school volleyball athletes in Texas collide in the Whataburger All-Star Volleyball Game. This action-packed match is scheduled to begin at 2 p.m. That same day beginning at 4:30 p.m., the North and South all-stars battle in the annual Whataburger All-Star Basketball Game.

In 1985, Corpus Christi-based Whataburger began its sponsorship of the boys contests to help rejuvenate fan interest in the games. Soon after, the Texas Girls Coaches Association (TGCA) approached Whataburger and, in 1987, its sponsorship of the girls all-star games began.

"We are committed to the games and proud to lend a helping hand to two very fine athletic programs in our state," says Mark Pagenkopf, director of advertising for Whataburger. "We look forward to a long and happy relationship with both the TGCA and the THSCA."

Players for both the Whataburger Boys and Girls All-Star Games will be selected in the early spring, representing each of the state's five high school classifications.

This year marks the sixth year Whataburger has sponsored the boys all-star games and the fourth year it has been associated with the girls contests.

Whataburger, Inc. is a quality, customer-oriented, fast-food restaurant chain based in Corpus Christi, Texas. Whataburger extends into nine states, through more than 435 outlets.

**CONTACT:** Bill Morrison or Theresa Haak, Vollmer Public Relations, 713/546-2230.

**LOAD-DATE:** 900226



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December 2, 2009 Wednesday 5:00 PM EST

**LENGTH:** 318 words

**HEADLINE:** Whataburger Gives Customers Free Food for Christmas

**BYLINE:** Hanna Raskin

**BODY:**

Dec. 2, 2009 (AOL Weblogs delivered by Newstex) --

Photo: strangelv, Flickr

To celebrate the holiday season, Whataburger is offering its customers 12 menu items on the house. But don't cancel dinner plans just yet: The dozen freebies will be meted out one at a time over a three-week period.

Diners who register at Whataburger's Web site will receive 12 coupons good for fries, drinks and breakfast taquitos via e-mail between Dec. 1 and Dec. 24. As spokeswoman Natalie Silva explains, each coupon expires at the end of the day. The promotion will culminate on Christmas Eve with a coupon for a free burger. According to a 2007 report by the Corpus Christi Caller, the burger chain considered rolling out the deal two years ago, but canceled its plans when e-mails were leaked in advance of an official announcement. "The '12 Days of Whataburger' were just too good to be true," the paper lamented, explaining why electronic coupons already in circulation wouldn't be honored.

Whataburger doesn't anticipate any problems this time around, although Silva concedes the program isn't entirely altruistic. The company hopes coupon users will maintain the habit of dining at Whataburger every other day.

Harmon Dobson, who dreamed of serving a burger it took two hands to hold, opened the first Whataburger in Corpus Christi in 1950. The family-owned business remains a regional chain, with 700 locations in just 10 states: Its northernmost store is in Tulsa. Still, Silva maintains Whataburger's fans' devotion knows no bounds: The home office lovingly refers to its most faithful followers as "fanatics."

Silva says Whataburger plans to continue rewarding its loyal patrons with specials such as "12 Days of Whataburger." "Whataburger has just started a new campaign to give back and show appreciation for our customers," she says. "Customers will see more of this moving forward."

Newstex ID: AOLB-5159-40182504

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Whataburger Gives Customers Free Food for Christmas Slashfood December 2, 2009 Wednesday 5:00 PM EST

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**LOAD-DATE:** December 2, 2009



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JUNE 5, 1996, WEDNESDAY

**DISTRIBUTION:** TO BUSINESS DESKS

**LENGTH:** 445 words

**HEADLINE:** HE WEARS ORANGE AND WHITE -- BUT HE'S NOT FROM OKLAHOMA; HE USES PICKLE AND TOMATO CHARTS (A LA ROSS PEROT); AND HE'S BRAGGING ABOUT ONLY ONE BURGER... MEET WHATAGUY -- WHATABURGER'S NEW OUTSPOKE

**DATELINE:** CORPUS CHRISTI, Texas, June 5, 1996

**BODY:**

In a unique, creative turn of events at Whataburger, Inc., the company has announced that "WhataGuy" will serve as spokesperson on behalf of Whataburgers everywhere. At least, that's the intent of the new marketing campaign, launched by Whataburger this week on radio and television throughout the Southwest.

According to Tim Taft, Vice President of Growth at Whataburger, Inc., "The new campaign reinforces our long-standing theme, 'What'cha waitin' for?' by adding a colorful, likeable guy who promotes the burger publicly -- and rather blatantly.

"The television spots are fun and memorable, but, more importantly, they focus on strategic pillars that are unique to Whataburger -- our freshness, our 'fixings,' and the burger's round-the-clock availability," says Taft.

In the television spots, WhataGuy uses pickle and tomato charts to demonstrate how many more "fixings" are piled up on a Whataburger. In another spot entitled "Shatterproof," WhataGuy dons an orange jump suit and white hard hat with goggles to hammer at the competition -- literally banging away at a frozen burger patty.

And there's the "freshness" spot which features a sun-baked, white-eyed WhataGuy wearing orange tanning glasses who describes what happens to burgers that are stored under sun lamps.

Other television spots feature kids, credit cards which Whataburger accepts, and Whataburger's 24-hour availability with WhataGuy wearing a variety of orange and white outfits like pajamas, a V-neck sweater and cook's apron.

The new marketing campaign, which was the brainstorm of Taft and produced by Square One advertising agency of Dallas, Texas, taps rising comedian Jonathan Magnum for the WhataGuy role. Franchisees previewed and applauded the campaign at the recent Whataburger franchise conference held in San Antonio last month.

The WhataGuy campaign runs through September and includes in-store promotions, such as a 32-ounce WhataCup. The commercials will air in Texas; Oklahoma City and Tulsa, Okla.; Mobile, Ala.; Pensacola, Fla.; Phoenix and Tucson, Ariz.; and Albuquerque, N.M.

Last year, Whataburger, Inc. moved to first place among the top 100 U.S. restaurant chains in the category of "same store sales percentage increase" vs. the prior year, up from 71st place in 1994. Headquartered in Corpus Christi, Texas, Whataburger, Inc. was founded in 1950 by Harmon A. Dobson, and, today, under the leadership of Tom Dobson, the founder's son, has grown to over 500 restaurants in seven states and Mexico, generating more than \$500 million in revenues.

HE WEARS ORANGE AND WHITE -- BUT HE'S NOT FROM OKLAHOMA; HE USES PICKLE AND TOMATO CHARTS (A LA ROSS PEROT); AND HE'S BRAGGING ABOUT ONLY ONE BURGER... MEET WHATAGUY -- WHATABURGER'S NE

CONTACT: Tim Taft, Whataburger, Inc., 512/878-0650 or Annemarie Marek, Marek & Company, 214/828-0634.

**LOAD-DATE:** June 5, 1996



Copyright 2001 Business Wire, Inc.  
Business Wire

October 9, 2001, Tuesday

**DISTRIBUTION:** Business Editors

**LENGTH:** 369 words

**HEADLINE:** Whataburger Joins Disaster Relief Effort

**DATELINE:** CORPUS CHRISTI, Texas, Oct. 9, 2001

**BODY:**

Burger Company Announces Salvation Army Fundraiser and Dine for America Participation

In response to the September 11 terrorist attacks, Whataburger Inc. announces it has partnered with the Salvation Army to collect monetary donations for the relief effort throughout October, and will participate in Dine for America, benefiting the American Red Cross.

On Thursday, October 11, Whataburger and more than 5,000 restaurants nationwide will invite Americans to Dine for America, with each restaurant contributing a percentage of the day's sales directly to the American Red Cross Disaster Relief Fund.

Whataburger is also collecting money all month for the Salvation Army at more than 350 company-owned and franchised Whataburger restaurants. Collection boxes have been placed at the front counters at all participating restaurants, which will be marked with banners and flag window posters.

The Salvation Army has been a main provider of relief services, including free meals, drinks and on-site grief counseling, for firemen, policemen and volunteer construction workers at ground zero in and around the collapsed World Trade Center towers.

"The Salvation Army is grateful to partner with Whataburger to raise funds for our ongoing relief efforts during our national crisis," said Lt. Colonel Robert J. Tritton, Texas State Commander for The Salvation Army. "The cost of these services continues to mount. We know that Whataburger's customers can help make a difference in our efforts."

All money donated through Whataburger will be earmarked specifically for the attack-related disaster relief.

"The Salvation Army and the American Red Cross have done a phenomenal job in the aftermath of this terrible tragedy, and we are glad to support their efforts any way we can," said Whataburger Chairman and CEO Tom Dobson.

Family-owned Whataburger, founded by Harmon Dobson in 1950, has more than 560 locations in eight states and Mexico. It is the nation's eighth largest hamburger chain.

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Whataburger, Inc.  
Corporate Communications



Whataburger Joins Disaster Relief Effort Business Wire October 9, 2001, Tuesday

Todd Coerver, 361/878-0547

URL: <http://www.businesswire.com>

**LOAD-DATE:** October 10, 2001

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February 22, 1989, Wednesday

**DISTRIBUTION:** TO SPORTS DESKS

**LENGTH:** 399 words

**HEADLINE:** SPORTSWIRE;  
**SITES, DATES ANNOUNCED FOR 1989 WHATABURGER GIRLS AND BOYS ALL-STAR GAMES**

**DATeline:** HOUSTON, FEB. 22, 1989

**BODY:**

This summer, Dallas and Austin will host the 1989 Whataburger All-Star Games as Texas' leading boys and girls high school athletes compete in post-season all-star competitions. This year's Whataburger Boys All-Star Basketball and Football Games will be held in Dallas on July 31 and August 1 while the Whataburger Girls All-Star Volleyball and Basketball Games will be held in Austin on July 8.

According to Donald Jay, executive vice president of the Texas High Schol Coaches Association (THSCA), the basketball game will be held at SMU's Moody Coliseum on July 31 at 7:30 p.m. the football game will take place at Texas Stadium on August 1 at 7 p.m. The games once again will coincide with the first two days of the annual THSCA coaches clinic.

Billy McKown of the Texas Girls Coaches Association (TGCA) announced this year's Whataburger All-Star Volleyball and Basketball Games will be held at Austin's Tony Burger Activity Center. The basketball game is slated to begin at 2 p.m., the volleyball game at 6 p.m.

This year marks the fifth consecutive year that Corpus Christi-based Whataburger has sponsored the boys all-star contests and the third year it has underwritten the girls games.

"Since Whataburger's sponsorship, interest and attendance at both contests has steadily increased," says Paul Caldwell, vice president of marketing, Whataburger, Inc. "We're delighted to continue our relationship with the respective coaches associations." When last held in the metroplex in 1987, attendance at the boys games rose dramatically. The basketball game was one of the best attended in its the 42-year history and the football crowd of 17,526 was a ten-year high.

Officials with TGCA agree that Whataburger's sponsorship has had a positive effect on their all-star games and girls athletics overall.

"We've definitely noticed an increase in the awareness of our games," McKown says. "For some time, Texas has produced some outstanding girls volleyball and basketball talent. With the help of Whataburger, these athletes can get the recognition they deserve."

Players and coaches for the Whataburger All-Star Games will be announced in the spring.

Whataburger is a quality, fast-food restaurant chain based in Corpus Christi, Texas. Whataburger operates more than 425 restaurants in eight states.

**CONTACT:** Bernard Kaplan, Vollmer Public Relations, 713/546-2230.



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March 21, 2010

**SECTION:** EXPANDED REPORTING; Pg. 820

**LENGTH:** 320 words

**HEADLINE:** WHATABURGER RESTAURANTS, LP;  
Whataburger Debuts New Grilled Chicken Melt Sandwich

**BODY:**

Whataburger announces the introduction of its new Grilled Chicken Melt sandwich featuring a grilled chicken breast topped with a savory mix of green and red bell peppers and onions and a slice of Monterrey Jack Cheese served on a whole wheat bun. The limited time menu item is available through April 12.

"The fajita seasoned green and red bell peppers and onions are grilled to perfection and add a zesty flavor that complements the Monterrey Jack cheese and fresh grilled chicken breast for a deliciously balanced sandwich," said Rich Scheffler, Whataburger Restaurants, LP Group Director of Marketing. "Our customers expect bold menu options from Whataburger and the new sandwich is unlike anything we've offered in the past."

Also new on the menu is Whataburger's new side salad as a substitute option for French fries for an additional charge. The salad is about half the size of Whataburger's current garden salad and is a mix of romaine and iceberg lettuce, grape tomatoes, carrots, croutons and your choice of salad dressing.

In addition to our popular regular-menu chicken items such as the Whatachick'n Sandwich, the Grilled Chicken Sandwich, Chicken Strips and Honey Butter Chicken Biscuit, other limited-run chicken menu items at Whataburger have included the Buffalo Whatachick'n Sandwich, the Peppercorn Ranch Whatachick'n and the Honey BBQ Chicken Strip sandwich.

**LOAD-DATE:** March 11, 2010



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October 18, 2009

**SECTION:** EXPANDED REPORTING; Pg. 239

**LENGTH:** 378 words

**HEADLINE:** WHATABURGER;  
Whataburger Debuts New Buffalo Whatachick'n Sandwich

**BODY:**

Just in time for pigskin parties and tailgating festivities, iconic Southern burger chain Whataburger unveils its new Buffalo Whatachick'n Sandwich on September 28, featuring a crispy breaded chicken filet topped with fresh lettuce, ripe tomatoes, lightly melted Monterey Jack cheese, two slices of crispy bacon and zesty, creamy buffalo sauce on a toasted wheat bun.

With 60 percent of Americans participating in pre-game festivities, football is the most popular event for tailgating according to the Hearth, Patio & Barbecue Association. Whataburger's new Buffalo Whatachick'n Sandwich offers a spicy new choice and a travel-friendly version of buffalo chicken wings, a tailgating classic. Available through November 9 at Whataburger's nearly 700 locations, the new limited time offer sandwich is ideal for customers looking for convenient and affordable, but classic, flavors on the way to the game or for at-home football watching parties.

Like all Whataburger chicken sandwiches, the Buffalo Whatachick'n Sandwich is made with tender, all white meat chicken breast filets and features freshly sliced tomatoes and lettuce cut daily in each restaurant. It's also served on a four-and-a-half inch wheat bun, baked fresh daily and delivered to restaurants five days a week, a standard typically reserved for grocery stores.

"Like everything we do at Whataburger, our new sandwich can be made to order and uses premium ingredients that are uncommon at many fast food restaurants," said Whataburger Vice President of Marketing and Innovation, Todd Coerver. "With a creamy sauce featuring hints of jalapeno peppers and blue cheese, we created our new Buffalo Whatachick'n Sandwich to offer a little kick for the many customers who told us they are interested in bolder flavors."

Other limited-run chicken menu items at Whataburger have included the popular Peppercorn Ranch Whatachick'n and the Honey BBQ Chicken Strip Sandwich.

Keywords: Whataburger, Advertising, Entertainment, Fast Food, Food, Football, Marketing, Advertising, Entertainment, Fast Food, Food, Football, Marketing, Whataburger.

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**LOAD-DATE:** October 7, 2009



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September 28, 2009 Monday 6:00 AM EST

**LENGTH:** 552 words

**HEADLINE:** Whataburger Debuts New Buffalo Whatachick'n Sandwich;  
Limited-time offer combines bold flavor and fresh ingredients for football season

**DATELINE:** SAN ANTONIO, Sept. 28

**BODY:**

SAN ANTONIO, Sept. 28 /PRNewswire/ -- Just in time for pigskin parties and tailgating festivities, iconic Southern burger chain Whataburger unveils its new Buffalo Whatachick'n Sandwich on September 28, featuring a crispy breaded chicken filet topped with fresh lettuce, ripe tomatoes, lightly melted Monterey Jack cheese, two slices of crispy bacon and zesty, creamy buffalo sauce on a toasted wheat bun.

With 60 percent of Americans participating in pre-game festivities, football is the most popular event for tailgating according to the Hearth, Patio & Barbecue Association. Whataburger's new Buffalo Whatachick'n Sandwich offers a spicy new choice and a travel-friendly version of buffalo chicken wings, a tailgating classic. Available through November 9 at Whataburger's nearly 700 locations, the new limited time offer sandwich is ideal for customers looking for convenient and affordable, but classic, flavors on the way to the game or for at-home football watching parties.

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"Like everything we do at Whataburger, our new sandwich can be made to order and uses premium ingredients that are uncommon at many fast food restaurants," said Whataburger Vice President of Marketing and Innovation, Todd Coerver. "With a creamy sauce featuring hints of jalapeno peppers and blue cheese, we created our new Buffalo Whatachick'n Sandwich to offer a little kick for the many customers who told us they are interested in bolder flavors."

Other limited-run chicken menu items at Whataburger have included the popular Peppercorn Ranch Whatachick'n and the Honey BBQ Chicken Strip Sandwich.

**ABOUT WHATABURGER:**

Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950 when Harmon Dobson opened the first Whataburger as a small roadside burger stand in Corpus Christi, Texas. Dobson gave his restaurant a name he hoped to hear customers say every time they took a bite of his made-to-order burgers: "What a burger!" Within the first week, people lined up around the block for his 25 cent, all-American beef burgers served on five-inch buns. Today, the company is headquartered in San Antonio, Texas, with nearly 700 locations in 10 states with sales of more than \$1 billion annually. Visit [www.whataburger.com](http://www.whataburger.com) for more information on the company.

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Whataburger Debuts New Buffalo Whatachick'n Sandwich; Limited-time offer combines bold flavor and fresh ingredients for football season PR Newswire September 28, 2009 Monday 6:00 AM EST

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SOURCE Whataburger

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Law & Health Weekly

October 10, 2009

**SECTION: EXPANDED REPORTING; Pg. 1509**

**LENGTH: 497 words**

**HEADLINE: WHATABURGER;**  
Whataburger Takes Customization Culture to New Level

**BODY:**

Fifty-Nine years after industry pioneer and Whataburger founder Harmon Dobson created a fanatical customer following with his custom-made burgers, the customization craze has come full circle for a generation obsessed with 'made-for-me' cars, shoes and clothing (see also Whataburger).

Today, there are 36,864 ways to make a Whataburger with special requests like eggs and picante sauce as toppings, and the iconic burger chain is taking customization one step further by letting its customers wear those special orders on their shirts - literally - with a new custom T-shirt that is designed using an interactive portion of Whataburger's Web site.

The T-shirt designs are based on the brightly colored round ingredient stickers the company uses to mark special requests. The online T-shirt design process, at [www.whataburger.com/yourburgeryourshirt](http://www.whataburger.com/yourburgeryourshirt), starts with customers choosing and clicking on up to nine dots from 11 different options: mayo, no lettuce, jalapeno, dry, plain, special, no onion, no tomato, bacon, no pickle or ketchup. As customers click on each of the dots to add them to their shirt on the Web page, the Whataburger photo to the left of the dots changes, letting customers see what their Whataburger looks like as they customize their shirt.

Next, customers see a preview of their shirt design and then finalize details like the shirt's style, color and size. Customers' shirts are then screen printed with their favorite Whataburger order in the corresponding ingredient stickers and the company's logo. The design can be changed multiple times, whether it is one large blue "special" sticker, signifying special directions like grilled onions or a burger cut in half, or nine smaller stickers of varied colors.

That appeals to devoted customer Travis Barker, 26, of Houston, who started collecting the stickers on the side of a large fry box and plans to frame the box when he completes the collection. Barker orders his Whataburger many different ways to collect the stickers and especially prizes his special edition dots for Whataburger limited availability menu items like the A.1. Thick and Hearty Burger and Honey BBQ Chicken Strip Sandwich.

"Whataburger has extremely passionate and dedicated customers who order their custom-made burger week in and week out," said Todd Coerver, Whataburger Restaurants, LP Vice President of Marketing and Innovation. "The shirts are a reflection of what makes Whataburger special. It's all about getting great-tasting, quality food made precisely the way they want it, and now, they can show off their orders on a shirt."

Custom Whataburger T-shirts are available in American Apparel brand women's and men's styles in gray and white for \$18 on the company's Web site at [www.whataburger.com](http://www.whataburger.com).

Keywords: Whataburger, Advertising, Marketing, Advertising, Marketing, Whataburger.

WHATABURGER; Whataburger Takes Customization Culture to New Level Law & Health Weekly October 10, 2009

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**LOAD-DATE:** October 1, 2009





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TEXAS MONTHLY

July, 2000

**SECTION:** FEATURES; Pg. 122

**LENGTH:** 2128 words

**HEADLINE:** WHATABUSINESS!

**BYLINE:** BY MARK MAZZETTI; Mark Mazzetti is the Southwest correspondent for The Economist.

**HIGHLIGHT:**

HOW DID A SINGLE PORTABLE STAND IN CORPUS CHRISTI GROW INTO ONE OF THE NATION'S MOST SUCCESSFUL FAST-FOOD CHAINS? FOR THE FOUNDERS OF WHATABURGER, IT ALL BEGAN FIFTY YEARS AGO WITH THE RIGHT INGREDIENTS.

**BODY:**

ON NEW YEAR'S DAY, 1950, HARMON DOBSON, a sometime bush pilot, diamond courier, and automobile dealer, wrote in his journal:

*Jan 1, 1950 -- I think this will be an eventful year for me.*

Two weeks later he sold his dealership in Arkansas and set out to make his fortune as a wildcatter.

*Jan 14, 1950 -- Left today for Texas & God only knows where.*

Things didn't go as planned.

Late May, 1950 -- Landed back in Midland April 21 to find that my oil partner had had over 5000 dollars invested in a drilling deal in Loving County, Texas, and on May 18 almost lost the whole thing by fouling up a deal only two days before the money would have been forfeited. . . . Am now interested in financing Paul Burton, a hamburger expert, in some small specialized hamburger joints somewhere in Texas. This, I believe, will turn out to be a very profitable investment, which is something up until May 1, I was very unaccustomed.

For Dobson, the investment in "hamburger joints" proved profitable indeed. On August 8, 1950, he sold his first Whataburger out of a tiny portable stand across the street from Del Mar College, in Corpus Christi. He charged a then-pricey 25 cents, believing that people would not mind paying a little extra for better quality. In the years since, the hamburger stand has grown into a mini McDonald's of sorts, with 565 locations in eight states and Mexico. Unlike the Golden Arches, Whataburger can't brag about billions and billions served, but the Flying W is celebrating its fiftieth anniversary this summer at the top of its game: After emerging from a five-year slump, sales have skyrocketed of late, from \$ 366 million in 1993 to \$ 527 million in 1999. During the same period, the number of Whataburger restaurants with \$ 1 million or more in sales a year nearly tripled, from 73 to 212. In the past five years the chain's "same store sales" -- the benchmark of the fast-food industry -- have jumped a whopping 40 percent.

Yet the numbers tell only part of the tale. Over time, Whataburger has evolved into a true Texas icon. The A-frames with orange-and-white-striped roofs can be found in the state's smallest towns, often where national franchises fear to tread. Talk to anyone who grew up in Texas, and he can rattle off Whataburger stories, from middle-of-the-night

visits to morning coffee klatches. A few lucky souls have had life-changing experiences: On Valentine's Day, 1996, twenty-four couples got married in a Whataburger in Dallas.

*August 12, 1950 -- Big Day -- \$ 141.80 -- Christ What a workhouse -- 551 hamburgers.*

The components of the original Whataburger quarter-pounder were the same half a century ago as they are today: beef, lettuce, four dill pickles, three slices of tomatoes, chopped onions, and mustard. The burgers were also bigger than what the competition served, so Dobson had to contract with a local bread company to manufacture special baking pans that could accommodate five-inch buns. When he wasn't focused on making the product, he was out promoting it: He would regularly take to the skies over Corpus Christi, dropping coupons from a Piper Super Cub plane that towed a bright red Whataburger banner.

Whataburger is still headquartered in Corpus, and more important, it remains in the hands of the Dobson family. Paying no mind to overtures from prospective buyers or the siren call of a Wall Street IPO, the Dobsons have been firmly in charge since Harmon first fired the grills. After he was killed in a plane crash in 1967, his wife, Grace, took over; although she no longer handles the day-to-day operations, she is still thought of as the "first lady" of Whataburger.

"Mother" might be more apt. Even today, Grace Dobson has a maternal presence that is felt in every office and hallway at Whataburger headquarters, where executives are reluctant to boast about the company's success, as if they're afraid of being reprimanded. While she stays out of the limelight -- characteristically, she declined to be interviewed for this story -- she attends nearly every company event; she even shows up at picnics attended by the fry cooks and the drive-through operators. As one Whataburger official explains, "When she shows up at these events, it's like Elvis has just arrived."

And yet her lifestyle is nowhere near as opulent as the King's. Her ownership interest in Whataburger has made her fabulously wealthy -- though how wealthy is anyone's guess, since the company is privately held -- yet she still lives in the same modest house in which she and Harmon raised their three children. Her daughter, Lynne, attributes her mother's frugality to her dirt-poor Depression-era childhood in Arkansas. "Grace is a loving, caring person, just like my wife, except my wife shops at Neiman Marcus and Grace shops at Kmart," says longtime franchisee Larry Gates, who has worked for or with Whataburger for almost thirty years.

Not that the Dobsons are cheap. They've always preached the gospel of corporate involvement in every community with a Whataburger, and they've led by example. There is scarcely a public building or a charity in Corpus Christi, from the Texas State Aquarium to the local chapter of the United Way, that hasn't benefited from Whataburger's munificence. "No one even bats an eyelash when it comes to giving," says Bill Boller, an area manager for Austin Whataburgers.

*April 28 -- 29, 1951 -- Had little episode with the boys . . . about wearing caps. I'll have to change my method with the boys. I can see that now.*

When you spend time with Whataburger employees, the same question pops into your head as when you fly on Southwest Airlines: Why are these people so happy? Around the corporate office and the fryer, they talk about the passion they have for their jobs and of the legacy they feel a responsibility to uphold. They say they "bleed mustard." They speak reverently about the Dobsons. They get misty-eyed when discussing the "Whataburger difference." You almost forget they're talking about burgers and breakfast tacos.

Customers are equally devoted. According to the Whataburger publicity department, the average Whataburger customer eats at the restaurant more times a month than the average person eats at other fast-food chains. It helps that Whataburgers are open around the clock: Particularly in rural parts of the Southwest, they're the preferred place for friends to hook up, for business meetings, for coffee clubs, for drunken revelry. Whataburgers near airports are among the busiest, company officials theorize, because when people leave Texas, the thing they miss most is a Whataburger, so they immediately visit one when they return home.

There's a forgivable amount of hype in that explanation, but it's true that the company receives lovesick letters from former Texans. One expatriate, homesick and marooned in Northern California, wrote in 1997, "Yeah, you guessed it, I need a Whataburger here. My taste buds are withering from tofu, bean sprouts, and seaweed sandwiches! I would absolutely thank you. I would even sell my Texas pickup for a Whataburger with cheese and extra mustard! Excuse me while I swallow my watering mouth and wipe away my tears. . . ."

For such members of the Whataburger diaspora living in deprived parts of the country, the Internet provides partial relief. The Whataburger Web site ([www.whataburger.com](http://www.whataburger.com)) hawks hats and T-shirts, but as yet there is no way to order a chicken sandwich online. Devotees also bid for Whataburger paraphernalia on eBay, everything from the company's limited edition Nolan Ryan baseball cards to long-discontinued caramel-colored glass coffee mugs.

If it is hard to conceive of McDonald's or Burger King inspiring such brand loyalty, Whataburger believes that it has a different breed of customer, one willing to sacrifice speed and price for quality. Because everything is cooked to order, Whataburger's service is naturally slower than it is at other fast-food restaurants. For instance, there are no timers on the cash registers as there are at McDonald's. But there are also no heat lamps; the beef doesn't hit the grill until the order is placed and thus never suffers a radioactive fate in a microwave. Whataburger prides itself on being slow, even promoting it as a virtue in company advertising. One of its billboards reads: "You could get a faster burger, but then you'd have to eat it."

Perhaps recognizing the success of this business model, other fast-food chains are trying to convert to a made-to-order system, but nobody at Whataburger is buying it. Richard Marx, whose 75 Whataburgers in West Texas and New Mexico make him the company's single largest franchisee, argues that the competition must still contend with the fact that its food isn't as good. "If they lose speed of service," he says, "what else do they have?"

*October 9, 1951 -- Position at 38 [years old] good -- income -- \$ 25,000 yearly -- one year ago -- rapidly going broke "Whataburgers" will probably turn out to be my "life work." I'm beginning to like & appreciate the business.*

Like any family, Whataburger's has had its dysfunctional moments. The midlife crisis came in the decade before Harmon Dobson's son Tom took over as CEO and president at the end of 1993. Most in the company agree that during this time, Whataburger lost its way; some top executives refer to it as "the dead zone." Profits declined and extraneous items like popcorn shrimp salads and steak sandwiches were added to the menu. "The focus was not on the thing that got us here: the Whataburger," says chief operating officer Tim Taft. "We were trying to be all things to all people." Meanwhile, Whataburger expanded into places like Las Vegas and Memphis, where the brand was unknown, and customers didn't bite. "We got spread too thin," explains director of marketing services Todd Coerver. "People didn't know who we were. We didn't have that Texas heritage and Texas tradition to play off of."

What was most troublesome was the strain in the relationship between Whataburger's corporate office and its franchisees. The franchisees believed that top executives, especially then-CEO Jim Peterson, tried to dictate strategy without soliciting input from the field. "The company didn't stand behind us," says former franchise association president Doyle Thomas. "We were two separate entities." After clashes over products and promotions, the tensions erupted in 1993 during a dispute over rebates that outside vendors paid to the corporate office. The franchisees argued that they ought to receive a portion of the rebates, given that the money came in part from products they had purchased. Peterson resigned shortly after the quarrel began, and if not for a last-minute settlement, the matter surely would have gone to court.

The ascension of Tom Dobson to the top job at Whataburger went a long way toward healing the wounds. With a scion of the Whataburger dynasty in charge, the company pulled together, simplified its message, shuttered some of its less profitable locations, and put the emphasis back on the burgers that made the chain famous in the first place. The new management team hired by Dobson -- particularly Taft, whom Whataburger veterans praise to the hilt -- also devoted more resources to remodeling many restaurants that had become rundown over the years.

*September 23, 1952 -- Sold & gave away 950 burgers. I never expected anything like this. So proud & so tired.*

This past May, employees from all over the Whataburger empire converged on San Antonio to mark the company's first fifty years. They frolicked at Sea World and listened to former president George Bush thank them for their "contribution to the waistline of the American people." The celebration ended with an awards banquet, turning the event from a stodgy corporate gathering into something closer to a tent revival. Recipients of the Harmon Dobson Award and the Franchisee of the Year Award took the stage and fought back tears as they gave testimonials to what Whataburger meant to them. A video montage on the life of Grace Dobson brought the entire room to its feet, as cheers drowned out the sounds of blowing noses.

For all the back patting, however, the mood of the room was more grateful than self-congratulatory. The assembled knew that half a century of success comes not from boardroom strategy, not from burgers and buns, not even from Harmon Dobson, but from the millions of loyal customers who come through the doors and come back. "You feel this responsibility to grow the brand, and not mess it up," says Todd Coerver. "You quickly learn that this brand means something to people. They grew up with it."

**GRAPHIC:** Pictures 1 and 2, HARMON DOBSON IN THE EARLY FIFTIES. THE ORIGINAL A-FRAME DESIGN WHICH WAS CREATED IN 1961; Picture 3, AMAZING GRACE: THE WHATABURGER MATRIARCH WITH DAUGHTER-IN-LAW ANNE DOBSON, SON-IN-LAW GREG WOOLDRIDGE, GRANDSON COY DOBSON, SONS HUGH AND TOM, AND DAUGHTER LYNNE DOBSON WOOLDRIDGE; Pictures 4 through 8, ONE OF THE OLD WHATABURGER POLE SIGNS, WHICH WERE ARCHITECTURAL ICONS OF A SORT IN THE SEVENTIES; A MENU BOARD FROM THE FIFTIES, FEATURING SUCH REASONABLY PRICED ITEMS AS A SMALL ROOT BEER FOR 10 CENTS AND HOT FRIED PIE FOR ONLY A NICKEL MORE; HARMON DOBSON AND HIS SON TOM, NOW WHATABURGER'S CEO, IN THE COMPANY'S EARLY DAYS; THREE EMPLOYEES IN THE FIFTIES; A WHATABURGER-SPONSORED LITTLE LEAGUE TEAM WATCHES FOOD BEING PREPARED AT A RESTAURANT NOT LONG AFTER THE CHAIN WAS FOUNDED, CALLING TO MIND AN OLD COMPANY SLOGAN: "IT'S NOT WHETHER YOU WIN OR LOSE. IT'S WHERE YOU EAT AFTER THE GAME."

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**LOAD-DATE:** June 23, 2000

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San Antonio Business Journal

January 17, 2003

**SECTION:** Vol. 16, No. 52; Pg. 5; ISSN: 08951551

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**LENGTH:** 678 words

**HEADLINE:** NFL players tackle Whataburger opportunity in Florida

**BYLINE:**  
Bailey, W Scott

**BODY:**

Houston Texan Tony Boselli is part of a group of NFL players and business executives that is expanding a South Texas fastfood institution to North Florida.

Boselli has joined JWB Ventures Ltd., an Austin-based group that signed a franchise agreement on Jan. 8 with Corpus Christi-based Whataburger Inc. As a result, JWB will build 28 Whataburger restaurants in the Jacksonville area. Whataburger officials say it represents one of the largest franchise agreements in the 53-year history of the burger chain.

The 28 stores will be operated by JWB, which is based in Austin and headed by businessman Gregory Feste. Officials say JWB is in the process of putting a regional management team in place in Florida. The company is also preparing to hire a real estate firm that will select sites and oversee construction - of the Jacksonville Whataburgers.

The Austin investment group includes Jacksonville Jaguars quarterback Mark Brunell, former Dallas Cowboy Robert Jones, former Arizona Cardinals defensive end Andre Wadsworth and current Cardinal offensive guard Leonard Davis, a former AllAmerican from the University of Texas.

Other investors include Flynn Kile, the wife of recently deceased St. Louis Cardinals pitcher Darryl Kile, as well as Jim Schneider and Jay Bell. Schneider is chief financial officer of Dell Computer Corp. Bell is one of the founding partners of that company.

Says the Jaguars' Brunell about the venture: "I am thrilled to help bring Whataburger to Jacksonville. I'm excited not only about the financial opportunities but the privilege to endorse a superb organization and the best hamburger in town."

S.A. presence

Whataburger was launched in Corpus Christi on Aug. 8, 1950, by Harmon Dobson, a former bush pilot. In 1953, the first franchised location opened in Alice, Texas, which is located between San Antonio and Corpus Christi.

NFL players tackle Whataburger opportunity in Florida San Antonio Business Journal January 17, 2003

Whataburger's Nancy Sutton says the hamburger chain opened its first San Antonio location - it's 15th company-wide - in 1956. The Alamo City has remained a significant part of the Whataburger picture ever since, says Rod Martin, Whataburger's group director of -marketing.

"It's an important market for us," explains Martin. "It's been with us a long time. That's why we remain so involved with organizations like the Spurs, the rodeo and the San Antonio Sports Foundation."

In November, Whataburger opened a restaurant in SBC Center, the new home of the Spurs and the San Antonio Stock Show & Rodeo. Martin says that restaurant has been a slant dunk so far.

"It's doing very well," he says. "We feel great about being there."

There is more proof that Whataburger appreciates its San Antonio presence. The company is producing a series of five television spots in San Antonio that will air in each of the markets across the country where Whataburger does business.

"They are being broadcast from Arizona to Florida," says Martin.

Dobson opened the first Whataburger outside of Texas' borders in 1959 when he expanded the company to Pensacola, Fla. The company's footprint now stretches across eight southern and southwestern states.

The addition of the Jacksonville restaurants will take Whataburger up to more than 600 stores. Roughly 350 of them are company-owned. That number of franchised stores may rise even higher as a result of the agreement with JWB. "We're talking to (JWB) about developing some additional units in Central Florida - like Tampa and Orlando," says Todd Coerver, Whataburger's group director of operations.

He says this is the first time athletes of this stature have invested in Whataburger.

"We want to send a message to the investor community that we're on the move and growing," Coerver adds. "This helps forward that effort."

Harmon Dobson died several years ago. But the family still owns Whataburger.

Thomas Dobson, Harmon's son, is currently chairman and CEO of the company. He has been widely credited with resurrecting the restaurant chain and revitalizing the company's expansion efforts that made possible the latest transaction with JWB.

**LOAD-DATE:** February 5, 2003



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## THE SUN HERALD

Found on SunHerald.com  
The Sun Herald (Biloxi, MS)

October 23, 2003 Thursday MARQUEE EDITION

**SECTION:** MARQUEE; EATS; Pg. 14

**LENGTH:** 845 words

**HEADLINE:** THERE'S SOMETHING ABOUT WHATABURGER;  
TEXAS-SIZED BURGERS, HEAVENLY KETCHUP AND A KILLER BREAKFAST MENU SET THIS FAST-  
FOOD GIANT APART

**BYLINE:** KAIJA WILKINSON, THE SUN HERALD

### **BODY:**

D'IBERVILLE -- The orange and white striped roof and "flying W" logo of Whataburger fast-food restaurants elicits a Pavlovian response in me. Once I see it, I immediately crave one of three things: a breakfast Taquito, the chain's hearty, distinctive take on the breakfast burrito; a Whataburger with cheese and jalapenos; and last, but certainly not least, an order of fries with at least two little tubs of the deliciously sweet, one-of-a-kind ketchup.

Until a few months ago, the closest Whataburger to the South Mississippi was in Mobile, which is where I developed a lifelong attachment to fast food during college. To me, it was the little things that made Whataburger different from its closer-to-campus counterparts: the soft buns for the Texas-sized burgers, the way the cheese melts to the inner skin of the breakfast burrito, almost forming another heavenly layer, and strangely, the ketchup.

Apparently, I'm not the only Whataburger ketchup fan. On the company Web site, there's a section where customers can write about their Whataburger experiences. Janna Otting of Mesquite, Texas, had this to say about her meal: "I don't know what it is, but there's just something about the taste of a Whataburger. I can even distinguish the smell of a Whataburger from other burgers. And I absolutely love your ketchup. I always have to get at least four ketchups with an order of fries."

"It's higher quality, fancy ketchup," says Dick Meader, one of the partners who opened the D'Iberville franchise in September. Of course, all fast food executives would say this, but Whataburger's ketchup is actually far better than any I've eaten. It doesn't hurt that it comes in cute, user-friendly little tubs that are perfect for dipping.

Though a few Whataburger fans might beg to differ, it's silly to say the restaurant's menu revolves around the ketchup. From its beginning as a small burger stand in Corpus Christi, Texas, in 1950, Whataburger prided itself on offering big, juicy hamburgers. It didn't even offer French fries until 1962. If I had to compare the burger to something South Mississippians are familiar with, I would say it's more similar to Sonic, than say, Hardee's. It's big, and you have to hold it with two hands.

The burgers are a great standby, but one of my favorite items on the menu is the Taquito, available from 11 p.m. to 11 a.m. daily. It's a truly heavenly concoction of scrambled eggs with either sausage, hash browns, or bacon, wrapped in



**THERE'S SOMETHING ABOUT WHATABURGER: TEXAS-SIZED BURGERS, HEAVENLY KETCHUP AND A KILLER BREAKFAST MENU SET THIS FAST-FOOD GIANT APART** The Sun Herald (Biloxi, MS) October 23, 2003 Thursday MARQUE

a soft flour tortilla. It comes with picante sauce. Add cheese and a side of fries (and plenty of ketchup), and it's the ultimate in comfort food.

Alas, one of my favorite lighter items on the menu, the chicken fajita, is no longer available, but Meador says the restaurant is considering bringing it back. They now offer a grilled chicken strip salad, however, that Meador says is one of his favorite meals. He adds jalapenos and cheese and light vinaigrette.

On the flip side, healthwise, Whataburger also makes thick, old-fashioned milkshakes that are delicious.

Cooks don't start making your food until you order it, and there's no food sitting under heat lamps. This can mean a short wait, but it's well worth it.

A classic fast-food success story, Whataburger is approaching 600 locations in the U.S. and Mexico. The buildings' look has evolved from the older, 1950s-style A-frame, like the one in Mobile, to a more traditional, lower-to-the-ground building. Many franchisees like to decorate the interiors with photographs showing the history of Whataburger, but some give the eateries a more regional flair, like one in Texas that is a virtual shrine to the Dallas Cowboys.

Being the first South Mississippi Whataburger, the D'Iberville store shows pictures that help diners get to know the chain. There's a picture of the first, humble hamburger stand all the way down to the recently built, 6,000-square-foot Corpus Christi flagship restaurant, which overlooks the water, a bronze statue of the founder and fountains. The Gulfport restaurant will probably tie in pictures from Gulfport's history, he says.

After more than 50 years, Mississippi finally figures into Whataburger's growth. A Jackson restaurant opened a few weeks before the D'Iberville one, and groundbreaking on one on U.S. 49 in Gulfport should happen any day if it hasn't already. Meador says he hopes to open that restaurant by Christmas. Depending on customer response, there could be as many as 15 Whataburgers built in the area in coming years, Meador says. "Response so far has been great," he says. "We get really hectic in here and people are driving from Pascagoula and even Hattiesburg to try us out."

South Mississippi's first Whataburger is convenient to both Wal-Mart and Lowe's off Interstate 10 in D'Iberville, so many people make a meal part of their one-stop shopping. But even if it's not in your neck of the woods, Whataburger is open 24/7, so if you have a craving in the wee hours, they're ready to serve you.

Whataburger, continued on Page 20

Whataburger, from Page 14

**GRAPHIC: PHOTO BY JOHN FITZHUGH, THE SUN HERALD;**

INFO BOX: Whataburger

Address: 3611 Sangani Blvd., D'Iberville

Phone: 392-1942

Payment: Credit cards accepted

The opening of the Whataburger on Sangani Boulevard in D'Iberville has been highly anticipated.

Johnny Quave and his son, Koby, 5, of D'Iberville enjoy a hamburger and kid's meal at the Whataburger in D'Iberville.

**LOAD-DATE:** August 23, 2005





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News-Journal (Daytona Beach, Florida)

May 15, 2003 Thursday  
Final Edition

**SECTION:** A; Pg. 10A

**LENGTH:** 317 words

**HEADLINE:** Burger chain returns to local market

**BYLINE:** Joe Crews Business Writer

**DATELINE:** DELAND

**BODY:**

Move over Big Mac. Make way Whopper. Slide over Wendy's single. Whataburger wants to rejoin your Central Florida party after a three- decade absence.

Corpus Christi, Texas-based Whataburger Inc. announced late Tuesday it has inked a franchise agreement with FesteCapital Partnerships to add 99 restaurants in the Daytona Beach, Melbourne, Orlando and Tampa Bay metro areas. FesteCapital is a group of Texas businessmen and professional athletes, headed by Gregory L. Feste as general partner, Whataburger officials said.

Now that the franchise agreement is inked, FesteCapital will begin the search for appropriate restaurant locations, Todd Coerver, Whataburger's director of brand management, said Wednesday.

"Based on (the franchisee's) ability to find qualified sites, he will begin locking in those sites and begin construction," Coerver said. "(The timing) really just hinges on finding land."

Converting former restaurants is "on the radar screen, but the preference is to get a raw piece of dirt and build from scratch," he said.

A typical Whataburger restaurant operates 24 hours a day, seven days a week and has a staff of 30 to 35 employees, he said.

Tuesday's agreement is in addition to one Feste signed in December to open 28 Whataburger restaurants in the Jacksonville area, Whataburger officials said.

"Whataburger is in a period of steady growth, and that has us on track to have 1,000 restaurants by 2010," Tim Taft, the company's president and chief operating officer, said in the release. "We're excited to have FesteCapital Partnerships contributing to our growth by further developing the Florida market."

Four Whataburger franchises existed in the area until the late- 1960s -- one each in Daytona Beach, Holly Hill, New Smyrna Beach and DeLand -- and at least one of the old A-frame buildings remains standing. However, Whataburger now has larger, eat-in restaurants.

Burger chain returns to local market News-Journal (Daytona Beach, Florida) May 15, 2003 Thursday

joe.crews@news-jrnl.com

**LOAD-DATE:** July 30, 2007



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Corpus Christi Caller-Times

March 6, 2009 Friday

**SECTION:** BUSINESS; Pg. 6

**LENGTH:** 552 words

**HEADLINE:** Orange y'all excited?

**BODY:**

Whataburger teams ready for big competition

Four teams from Corpus Christi Whataburger restaurants will compete this weekend for their share of \$140,000 in prize money and bragging rights. They're some of the eight South Texas teams and part of the total 16 teams in the WhataGames.

WhataGames began in 1996 as a way for Whataburger to train employees, provide some fun for workers and compensate them for their hard work. Bill Adams, WhataGames' project manager and Whataburger's director of talent development, said the event, which takes place every two years, is not cheap and requires about 15 months of planning.

The event coincides with the company's annual convention. Almost 1,000 rooms are booked in Dallas, speakers this year include folks from the Disney Institute and entertainment includes a visit by the Dallas Cowboys cheerleaders, Adams said.

In a national economy environment in which employers from a multitude of industries have cut employee training and incentives programs, Whataburger has pressed forward with WhataGames and Adams said management sees them as too worthy an investment to do without.

"It has become an integral part of our culture of us being who are," Adams said. "This is how we strengthen our organization and deliver what we promise our customers. It's very important to our employees."

The WhataGames consist of three events - WhataYaKnow, a "Jeopardy"-like game about the company's history and operations manual; Texas Hot Hold 'Em, a card game about cooking procedures and standards; and What's Cookin', a simulated 30-minute lunch rush at a Whataburger restaurant. Sixteen teams from the company's more than 700 restaurants make it to the final.

Cyndi Salinas, Whataburger's director of operations for the Corpus Christi Zone, has eight of her stores competing in the final, the most ever from one zone. Four are from Corpus Christi and one from Kingsville, Port Aransas, Goliad and Victoria.

On Tuesday, the eight area teams had a pep rally and practice session at the Whataburger Learning Center. Thursday morning, they boarded buses headed to Dallas, the site of this year's WhataGames.

"I attended the last WhataGames in which none of the stores in our zone competed and it was a very humbling experience," Salinas said. "So we vowed to never be in that position again. I developed a plan with very high expectations to get as many stores in the final as possible."

Orange y'all excited? Corpus Christi Caller-Times March 6, 2009 Friday

Emily Leija, general manager of the store at Saratoga Boulevard and Player Street, said her team practiced food handling procedures and trivia during their downtime.

"We had internal rewards to see which of our 43 store employees would be among the 10 that would represent the team," Leija said. "Half of our competition are other stores in our zone. But we win together and lose together. We were focused on one store making it to the finals. Now we're focused on one store winning."

Sandra Silberzahn, general manager for the store at Weber Road and Saratoga Boulevard, said her team is confident it can pull off a victory.

Salinas again is setting high expectations for her teams.

"We just don't want one medal. We want a sweep," she said. "San Antonio is looking to repeat, but I have eight teams. The odds of us winning are greater."

Contact fanny S. Chirinos at 886-3759 or chirinosf@caller.com

**GRAPHIC:** Photos by George Gongora/Caller-Times Whataburger employees take part in a pep rally Tuesday at the Whataburger Learning Center. Eight Coastal Bend teams will compete in this weekend's WhataGames. David Underbrink, personnel training coordinator for Whataburger, starts the pep rally by yelling 'Whataburger.' The WhataGames help the restaurant train its employees while having fun. Whataburger employees Carmen Lopez (from left), Sandra Silberzahn, Daisy Ortiz and Lisa Silvas have fun during Tuesday's pep rally.

**LOAD-DATE:** March 6, 2009



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October 20, 2008 Monday 12:00 PM GMT

**LENGTH:** 720 words

**HEADLINE:** Whataburger Serves Up More Than \$100,000 In Scholarships;  
Family-owned burger chain awards tuition money to record number of recipients

**DATeline:** CORPUS CHRISTI, Texas Oct. 20

**BODY:**

CORPUS CHRISTI, Texas, Oct. 20 /PRNewswire/ -- The Whataburger Family Foundation is proud to announce it will award more than \$110,000 in college scholarships to 57 Whataburger family members and their relatives for the fall 2008 semester -- the most since the foundation's beginning in 2001.

The Whataburger Family Foundation is a support system funded by team members to help each other in times of need, crisis or family emergency. Each week, thousands of Whataburger team members, from the newest grill cook to corporate office executives, contribute part of their salaries to the fund. The foundation has steadily increased the number of scholarships granted each year based on the growing amount of contributions received. The organization originally awarded eight scholarships per semester.

Scholarship recipients were chosen based on their academic performances, essays and recommendation letters from school officials. All scholarship recipients are corporate or franchise team members or their immediate family. Full-time students will receive \$2,000 and part-time students receive \$1,000 for the semester to use at accredited two or four-year colleges, universities or vocational-technical schools.

Lexie Hoyt, a marketing coordinator at Whataburger's home office in Corpus Christi, Texas, is a scholarship recipient for the fifth time and is attending Texas A&M University Corpus Christi to get her bachelor's degree in business marketing. "I've been going to college while working full-time for eight years and my ultimate dream is to walk across the stage to receive my diploma," she said. "Through the Whataburger Family Foundation scholarship program, the company is showing that it wants to see its team members succeed."

More than 18.4 million students will attend America's colleges and universities this fall. With tuition, room and board for an entire academic year averaging more than \$14,000, students and their families fight a constant battle between education and debt.(1) In Texas alone, the average college tuition rate has increased 58 percent since its deregulation in 2003.(2)

"Pursuing a college education can be financially difficult, but it's essential for career success today. We're honored that we can help our team members achieve something that will benefit them for the rest of their lives," Shelby Dobson, director of the Whataburger Family Foundation, said. "It's really a tribute to our own team members' generosity toward each other that we're able to award a record number of scholarships this year."

John Paul McCreary, a team leader at Whataburger in Austin, Texas, has been with the company for nearly seven years and plans to use his scholarship to continue his education this fall at Austin Community College.

Whataburger Serves Up More Than \$100,000 In Scholarships; Family-owned burger chain awards tuition money to record number of recipients PR Newswire October 20, 2008 Monday 12:00 PM GMT

"This scholarship allows me to focus on my studies rather than work more hours to pay for additional expenses," McDreary said. "It's obvious to me that Whataburger cares about others, including its team members."

Family-owned Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950, when company founder Harmon Dobson opened his first Whataburger restaurant in Corpus Christi. The small, wooden stand sold the enormous burgers for 25 cents each, and before the first week was out, lines stretched down the street. Today, the company has more than 700 locations in 10 states with sales of more than \$1 billion annually. Visit [whataburger.com](http://whataburger.com) for more information.

- 1 U.S. Census Bureau, (June 16, 2008).
- 2 Kever, Jeannie (July 10, 2008). Complaints rising right along with tuition, fees; Legislators feel the heat, wonder if deregulation needs new look. Houston Chronicle.

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Web site: <http://www.whataburger.com/>

SOURCE Whataburger

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LOAD-DATE: October 21, 2008



## Restaurant News

July 22, 2010

**Whataburger Declared a Texas Treasure**

[2011-04-06] The 77th Texas Legislature is set to officially recognize what Texans have known for more than 50 years: that Whataburger is a state treasure.

On Monday, April 9, at the start of the 10 a.m. session, Rep. Jaime Capelo, (D-Corpus Christi), will announce his resolution to recognize the Texas-based hamburger chain as a Texas Treasure.

"I chose to recognize Whataburger and its founding family, the Dobsons, as they celebrate 50 years of successful business," said Rep. Capelo. "They deserve credit for capturing the hearts—and taste buds—of millions of Texans, including many in the House of Representatives."

"Whataburger founder Harmon Dobson started the company in 1950 with one small wooden kiosk in Corpus Christi serving hamburgers, chips and soft drinks. Today, Whataburger is the nation's eighth largest hamburger chain, operating 560+ stores in eight states and Mexico with annual sales topping \$600 million.

The resolution states that Whataburger "has affirmed its commitment to excellence with its built-to-order burger and has retained its reputation for high quality food at a fair price" and "is most deserving of commendation as it celebrates its golden anniversary."

"We are honored and humbled by Representative Capelo's resolution," said Whataburger Chairman Tom Dobson, the late Harmon Dobson's son. "The relationship we enjoy with our many loyal customers is the reason for our success."

Following the resolution announcement, Mr. Dobson, Chair Emeritus Grace Dobson and President/COO Tim Taft will meet with Governor Rick Perry and Rep. Capelo.

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## Whataburger Celebrates 60 Years as a Burger Icon

'Orange Night Out' customer appreciation event marks milestone anniversary.

SAN ANTONIO, July 20 /PRNewswire/ -- Sixty years ago, Texas entrepreneur Harmon Dobson opened a small burger stand in Corpus Christi and called it Whataburger because he believed that's what customers would say when they took a bite of his big, fresh, made-to-order burgers.

On August 3, Whataburger celebrates its 60th anniversary as a southern burger icon and as one of the nation's largest burger chains, with more than 700 locations in 10 states. To mark the occasion and to thank its millions of loyal fans, the company will host "Orange Night Out" at most of its restaurants on Tuesday, August 3 from 5 to 8 p.m. Every dine-in customer who comes dressed in the company's signature orange will receive a free Whataburger.

"Whataburger has been blessed with 60 years of success thanks to the loyalty of our customers, the hard work of our employees and the commitment of our Franchisees," said Whataburger Chairman and CEO Tom Dobson. "In 1950, when our Dad opened the first Whataburger in Corpus Christi, he served over 400 customers that first day. Here we are, sixty years later, and on any given day, we serve over 460,000 customers. We are thankful for the success our family-owned company has achieved and eager to continue serving our customers for many more years."

Because Whataburger has inspired generations of fanatical fans, the company will also search for its biggest Whataburger fan with an online contest that begins August 4. Customers can submit pictures and essays or videos to show their love for Whataburger for a chance to win 60 years of free Whataburger, a trip to the Whataburger convention in Dallas, TX and other cool prizes.

The famous Whataburger that has earned all the love is exactly the same today as it was in 1950 - an all-American fresh beef patty with four dill pickle slices, three fresh tomatoes, crisp lettuce and mustard, served on a freshly baked 5-inch bun. Customers can customize their burgers with cheese, jalapenos, bacon, extra patties and much more - in fact, there are more than 36,864 possible combinations. In addition to lunch and dinner, the restaurants are a destination for late-night dining and breakfast, and most locations are open 24 hours a day, 364 days a year.

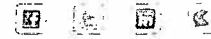
Family-owned Whataburger has restaurants in Texas, Alabama, Arizona, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico and Oklahoma. In 2001, Whataburger was officially recognized as a "Texas Treasure" by the Texas Legislature.

### About Whataburger Serves:

"Orange Night Out" is part of Whataburger Serves. The long term initiative includes events to build employee team spirit and morale, customer appreciation initiatives with fun moments and free food offers, and community initiatives that will support groups in need. To learn more about Whataburger Serves and coming plans, visit [www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

### About Whataburger:

Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950 when Harmon Dobson opened the first Whataburger as a small roadside burger stand in Corpus Christi, Texas. Dobson gave his restaurant a name he hoped to hear customers say every time they took a bite of his made-to-order burgers: "What a burger!" Within the first week, people lined up around the block for his 25 cent, all-American beef burgers served on five-inch buns. Today, the company is headquartered in San Antonio, Texas, with more than 700 locations in 10 states with sales of more than \$1 billion annually. Visit [www.whataburger.com](http://www.whataburger.com) for more information on the company.



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September 29, 2008 Monday 9:00 PM GMT

**LENGTH:** 474 words

**HEADLINE:** Whataburger Announces Acquisition of Largest Franchisee;  
Deal spans 40+ restaurants in Northeast Texas, Florida Panhandle

**DATELINE:** CORPUS CHRISTI, Texas Sept. 29

**BODY:**

CORPUS CHRISTI, Texas, Sept. 29 /PRNewswire/ -- Family-owned Whataburger today announced the acquisition of its largest franchisee, Barrand, Inc., a Red Oak, Texas-based company with 47 Whataburger restaurants in Northeast Texas and the Florida Panhandle.

These restaurants were operated by Barrand, Inc.'s owner and longtime Whataburger franchisee, Randal Brown. Whataburger Vice President of Franchise Development Clifton Rutledge will oversee the newly acquired restaurants, 24 in Northeast Texas and 23 in the Florida Panhandle, and work with approximately 1,700 Barrand, Inc. team members to continue Whataburger's 58-year burger tradition.

"Randal has been a part of our franchise system for 24 years. His restaurants are known for their friendly service, as community gathering places, and were consistently among the highest volume restaurants in the system," Preston Atkinson, Whataburger President and COO, said. "This acquisition goes far beyond numbers for Whataburger. It is significant because it means we can ensure that our loyal customers continue to receive the friendly service and fresh, made-to-order food they've come to love at Whataburger."

Mr. Brown became a Whataburger franchisee in 1983, opened his first location in Desoto, Texas and demonstrated steady growth to 47 restaurants.

"I've enjoyed being a part of the Whataburger family and seeing this brand grow," Brown said. "I know our restaurants will continue to be an important part of many Texas and Florida communities for years to come."

Whataburger will now own 591 of 712 Whataburger restaurants, including 84 percent of all its locations in Florida, strengthening its position in the first state Whataburger expanded to outside of Texas.

Family-owned Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950, when company founder Harmon Dobson opened his first Whataburger restaurant in Corpus Christi. The small, wooden stand sold the enormous burgers for 25 cents each, and before the first week was out, lines stretched down the street. Today, the company has more than 700 locations in 10 states with sales of more than \$1 billion annually. Visit <http://whataburger.com/> for more information.

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Whataburger Announces Acquisition of Largest Franchisee; Deal spans 40+ restaurants in Northeast Texas, Florida  
Panhandle PR Newswire September 29, 2008 Monday 9:00 PM GMT

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SOURCE Whataburger

URL: <http://www.prnewswire.com>

LOAD-DATE: September 30, 2008



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November 2, 2009 Monday 6:00 AM EST

**LENGTH:** 603 words

**HEADLINE:** 'Whataburger Serves';

Company Turns Caring Family Culture into System-Wide Service Initiative; Program Benefits Customers, Communities and Employees During Down Economy

**DATELINE:** SAN ANTONIO, Texas, Nov. 2

**BODY:**

SAN ANTONIO, Texas, Nov. 2 /PRNewswire/ -- Iconic quick service chain Whataburger announced today the launch of 'Whataburger Serves,' a sweeping long-term initiative designed to share the Whataburger spirit of selfless service with customers, employees and the community.

"It is widely known at Whataburger that my favorite bird is the eagle because in stormy times, when all other birds seek refuge, the eagle soars," said Tom Dobson, Whataburger Restaurants, LP Chairman and CEO. "In these tough economic times, our company is going to soar to extend a helping hand to our customers, community and employees in an effort to restore a little bit of hope."

'Whataburger Serves' will provide a series of themed activities that demonstrate Whataburger's service-oriented approach to business. Plans include events to build employee team spirit and morale, customer appreciation initiatives with fun moments and free food offers, and community initiatives that will support groups in need.

'Whataburger Serves' will kick off in November with 'Family Pride Night' where family members of Whataburger's 21,000+ employees receive half-price meals. On Tuesday, November 10, customers get their first glimpse of the initiative with "Show Us Your Orange" a customer appreciation night held at all Whataburger restaurants. Diehard customers are invited to dress head to toe in the company's signature orange and receive a free Whataburger for dine-in service. In November and December, a company toy drive will give employees the opportunity to spread holiday cheer for area children in the communities Whataburger serves.

Though the program is new, the principles behind it are not. Harmon Dobson founded Whataburger in 1950 with the idea that each employee and customer was to be treated like family. That legacy has been carried on for 59 years by Dobson's family, who still own the company.

"The Dobson family and Whataburger are committed to honoring their father's vision to treat each person with genuine care and respect," said Preston Atkinson, Whataburger Restaurants, LP President and COO. "Ever since Harmon sold his first burger Whataburger has been all about serving. We live our founder's legacy every day and we know he'd be proud of this initiative."

To learn more about Whataburger Serves and coming plans, visit [www.whataburger.com/whataburger\\_serves](http://www.whataburger.com/whataburger_serves).

**ABOUT WHATABURGER:**

Whataburger has focused on its fresh, made-to-order burgers and friendly customer service since 1950 when Harmon Dobson opened the first Whataburger as a small roadside burger stand in Corpus Christi, Texas. Dobson gave

'Whataburger Serves'; Company Turns Caring Family Culture into System-Wide Service Initiative; Program Benefits Customers, Communities and Employees During Down Economy PR Newswire November

his restaurant a name he hoped to hear customers say every time they took a bite of his made-to-order burgers: "What a burger!" Within the first week, people lined up around the block for his 25 cent, all-American beef burgers served on five-inch buns. Today, the company is headquartered in San Antonio, Texas, with nearly 700 locations in 10 states with sales of more than \$1 billion annually. Visit [www.whataburger.com](http://www.whataburger.com) for more information on the company.

This press release was issued through 24-7PressRelease.com. For further information, visit <http://www.24-7pressrelease.com>.

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**SOURCE** Whataburger

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**URL:** <http://www.prnewswire.com>

**LOAD-DATE:** November 3, 2009

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Mark: **WHATTA WING!**

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### 1.) RESTAURATEURS OF STATE THINK WORST IS OVER

Slow recovery predicted; shakeout seen as positive

Author: Steven H. Lee The Dallas Morning News (DAL) + \_\_\_\_\_

Publish Date: June 18, 1987

Word Count: 1039

Document ID: 0ED3CF416C47F69A

In Houston, Whataburger Inc. took advantage of depressed land prices to open 12 new fast-food outlets in the last nine months -- during the worst statewide restaurant recession on record.

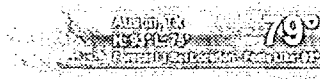
In Austin, Night Hawk restaurants, a steakhouse chain, is promoting a new takeout service by offering barbecue and packaged dinners designed for the Fourth of July weekend.

And in Dallas, Ratcliffe's on McKinney Avenue emerged Monday from Chapter 11 bankruptcy protection. The upscale

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**Debit cards gaining credit slowly**  
**Other players in the retail game allegedly try to torpedo method**

 Author: Kirk Ladendorf AUSTIN AMERICAN-STATESMAN  
 Date: July 31, 1989 Publication: Austin American-Statesman Page Number: 12 \$ (Word Count: 1405)

You can walk into an Austin Whataburger store these days and be part of a little retail history in the making.

In June, Whataburger became the first fast-food chain in Texas to accept plastic as payment for a burger and fries (or any other food it sells).

As part of the Corpus Christi-based chain's test of the debit card's acceptance, Whataburger customers can also receive up to \$20 in cash back as part of their transactions. The cash is then electronically



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## Burger joint's Aggie maroon dulls appetite

**BYLINE:** JOHN KELSO

**DATE:** June 3, 1996

**PUBLICATION:** Austin American-Statesman (TX)

**EDITION:** Final

**SECTION:** Metro/State

**PAGE:** B1

We like to keep you abreast of the latest treasonous attempts by Texas A&M University in College Station to turn everything in Texas maroon. Remember when the Aggies were developing that oxymoronic maroon bluebonnet? Then they concocted the maroon carrot.

But this time they've gone too far. They've branched out from pure science into the business community. A Whataburger fast-food restaurant in College Station close to the A&M campus features a new Aggie design that is lousy with maroon, one of the school's colors.

In most cases, Whataburger's outlets are a festive University of Texas-like orange and white, since those are the company's corporate colors. But after the College Station Whataburger was damaged by a fire in January, officials of the hamburger chain headquartered in Corpus Christi decided to redo the place in Aggie modern, as opposed to Danish modern.

Even the roof has one maroon stripe, although the rest of it is still orange and white. One supposes Whataburger bigwigs decided not to do the entire roof in maroon because they didn't want folks thinking the place had been turned into a sheep barn. Lord knows, that could have cost them some business.

You know what this means, don't you? About the only orange items left in College Station these days are sunup, the traffic cones and the flames that consumed the Whataburger during the January fire.

The Whataburger's interior is even more ate up with maroon. "We are just maroon like you would not believe," said Bill McGhee, the Whataburger's general manager. At the top of the wallpaper it says Texas A&M over and over again. "It's got the Ol' Sarge there and everything," said McGhee, speaking of the A&M drill sergeant cartoon face. A couple tables are decorated with the A&M logo. The Venetian blinds are maroon. "Even the restrooms are maroon and gray," McGhee said. I forgot to ask him about the toilet paper.

"In a lot of restaurants you have people come in to eat," McGhee said. "In here you have a lot of people come in here to eat and stare. In other words, you come in here looking for Austin, you're in the wrong place."

Hey. If you come in here not looking for Austin, you're still in the wrong place -- College Station.

Can anybody explain to me the Aggies' fascination with maroon? Why did they pick such a drab shade for a school color? Couldn't they have found something a little more festive than a tone that would look good on the curtains at Sam's Mortuary?

My theory is the Aggies selected maroon because they couldn't spell puce. Lord knows I had to look it up in Mister Dictionary. And I am a trained professional.

I'm a little disappointed, though, that Whataburger didn't carry the project a couple of steps further, and include its menu items in the A&M theme.

Whataburger sells a fish sandwich called a Whatacatch, and a chicken version called a Whatachick'n, right?

Since the A&M mascot is a cute little dog named Reveille, why not create a sandwich called the Whatacollie? Wouldn't that be a big seller with UT fans passing through? You could even package them by the dozen in a paper sack, and call it the Wag 'O Bag.

John Kelso writes a humor column on Mondays, Wednesdays and Fridays. He can be reached at 445-3606.

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## School notes

**BYLINE:** Kendra Kahn AUSTIN AMERICAN-STATESMAN

**DATE:** May 31, 1990

**PUBLICATION:** Austin American-Statesman

**EDITION:** FINAL

**SECTION:** NEIGHBOR WEST

**PAGE:** 4

**COLUMN:** School notes

### Brentwood

Adopt-A-School volunteers recognized by the faculty and staff are: Sam's Wholesale Club, Union National Bank, H.E.B, Pampered Pets, Wyatts Cafeteria, **Whataburger**, Lone Star Real Estate, Marvin Gordie, Southwestern Bell, E&M Printing, Novell Inc., Dr. Gary Joe Wright and Great Earth Vitamins. Fifth-graders visited Sea World in San Antonio last week. They raised the money for the trip by selling Otter Pops during the school year.

### Highland Park

The end-of-the-year Adopt-A-School Wrap-Up is Friday at 10 a.m. followed by lunch. This year's adopters are: Apple Computer Inc., Ask Mr. Foster/Accent Travel, Charlie & Ann's Exxon, Cheeseey's Pizza, Chez Zee, Crenshaw Athletic Club, John Croom, III, CPA, Cross/Recek Architects, The Gaddis Co., The Hardware Store, Lawrence A. Hauser, M.D., Evelyn Hereford Realtor, Holland Homes, Home Video, Law office of Longley & Maxwell, L.D.C., Lopez Lawn Care, Motorola, Pampered Pets, Private Affairs Catering, Pond Springs Putt-n-Play, David Poole, Psychologist, Texas Commerce Bank, Tom Thumb, Arthur Walker Law Office, Warren/Martino, West Austin News and Ray Wilkerson Co. Hill

Teachers will go on a retreat to Vista Grande to discuss plans and goals for the next school year. The main topic of the June 4-5 retreat will be the school's participation in Project A+. Mathews

Dian Donnell of adopter Vulcan Video, provided one seedling per family for Earth Day and Arbor Day events, and Ellen Seals arranged for her husband, Paul, and Austin City Council Member George Humphrey to speak to students and demonstrate how to plant a seedling.

Mathews placed second in the Keep Austin Beautiful contest for its entry of environmental awareness bulletin boards and study units. The school will receive \$100.

### Lanier Christian

Students participated in the American Children Exercising Simultaneously project this month. Students and teachers walked around the track and sang songs at the same time that thousands of students across the nation were also exercising.

### St. Louis

Volunteers were honored at a special Mass this month. Also, 189 students received 279 honor certificates for their participation in athletics, student council, mission and safety patrol.

End-of-the-year activities include an eighth-grade retreat, a junior high trip to San Antonio, a sixth-grade trip to geological sites, and Fran Wayne's fifth-grade train trip on Amtrack to Taylor.

Eighth-graders will take a trip to Astroworld in Houston Monday to celebrate graduation.

### St. Theresa's

Field Day for first- through fourth-grades is Friday from 9 a.m. to 1 p.m. Field Day and picnic for pre-K and kindergarten classes is Monday at a student's home on Lake Travis.

Super Stars for May are: Brooke Todd, Elizabeth Marsicano, Kassie Bergman, Amy Mikeska, Stephanie Broadbent, Ron Houseman-Bates, Jacquelyn Nemcik, Ryan McLaren and Michael Gravley.

### City Council of PTA

City Council of PTA officers are: Nancy Barton, president; Gail Chavez, administrative vice president; Camille Lauderdale, Carolyn Allen, Gloria Neunaber, Greta Gutman, Darlene Rosales, Radie Cannady and Marilyn Rangel, area vice presidents; Joy West, recording secretary; Teresa Lay, corresponding secretary; Ruth Dyar, treasurer; Ann White, historian; Kathy Rider, parliamentarian; and Jeanell Bolton, past president.

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## **Tasty rewards Restaurants offering incentives to kids for excellence in spelling, mathematics**

**BYLINE:** Kendra Kahn AUSTIN AMERICAN-STATESMAN

**DATE:** October 5, 1989

**PUBLICATION:** Austin American-Statesman

**EDITION:** FINAL

**SECTION:** NEIGHBOR SOUTH

NEIGHBOR SOUTHWEST

NEIGHBOR NORTH

NEIGHBOR NORTHWEST

NEIGHBOR WEST

NEIGHBOR EAST

**PAGE:** 6

**COLUMN:** Neighbor schools editor

At Cook Elementary, "spelling" is sometimes spelled,

"P-I-Z-Z-A." And students have substituted hamburgers for the traditional "pie" when studying fractions. Cook is one of six Austin schools participating in the SPELL\*BOUND program sponsored by Mr. Gatti's Pizza restaurants or the What-A-Mathematician program sponsored by **Whataburger** restaurants.

Both programs reward kids who make perfect or nearly perfect scores on spelling or math tests administered to each grade level about once a month.

Kathy Lee, the former librarian at Cook, where both programs originated, said teachers are aware that the promise of reward is a powerful motivator.

"We're rewarded for our work, so why shouldn't they be rewarded?" she asked.

The rewards for perfect scores are coupons for free pizza and hamburgers, Lee said. If every student in the class gets a perfect score, the class gets a party.

And because some students don't make a perfect score, every student gets a pencil, said Jaynie Boothe, Mr. Gatti's projects coordinator who developed SPELL\*BOUND. The students are tested over material they have studied, Boothe said.

Teachers say they like the program because it involves little paperwork and encourages students to study on their own at home, often with the help of their parents.

Lee said the students' motivation goes beyond earning treats. In fact, she said, "they wouldn't even redeem the wooden nickles (for free soft drinks) because of the status of having one."

While teachers say it's too soon to tell if the programs are having an effect on grades, they say that it has raised the level of enthusiasm about doing well on the tests.

"Even if they didn't achieve goals, they showed some reaction that proved to their teachers, 'hey, they care about this,'" said Webb Elementary School teacher Tom Johnson. "All of them, regardless of their abilities, were fired up about it."

The night before Cook's old-fashioned spelling bee, which is the finale of last year's SPELL\*BOUND program, then-first-grader David Hasdorff put his spelling words on his family's home computer to help him study, he said. David won the spelling bee.

Boothe said words in the spelling bee included first-, second-, and third-grade words, and 15 children were still in the competition when those lists were exhausted. So they resorted to a list of 100 commonly misspelled words to determine the winner.

But the most exciting contest was the fifth grade-bee because the winner was a student not known for getting good grades, Boothe said.

"That was one area in his life where he was able to excel," she said. "Spelling was just his forte."

Pillow Elementary School teacher Bonnie Lowe said spelling skills are important because children need to express themselves and can be frustrated when they don't know how to spell.

"If you want somebody else to understand what you're trying to say, they must be able to read what you wrote," Lowe said. "When they get older, they'll be able to clarify their thinking when they write it down."

Johnson said math and spelling skills are important, even in these days of calculators and word processors that check spelling.

"You can't always count on machines," he said. "They're only as efficient as the people who operate them. When those machines break down, what are you going to do in the meantime?"

While the What-A-Mathematician program is in its infancy, the 3-year-old SPELL\*BOUND program is being offered this year at Cook, Webb, Pillow, Odom, Barrington and Zavala elementary schools.

**Illustration: PHOTO**

Cook Elementary students Terrence Calhoun, left, and David Hasdorff quiz each other on spelling words to prepare for the next SPELL\*BOUND test.

Kendra Kahn

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## The real game: Texas vs. SFA, hamburger style

**BYLINE:** John Maher AUSTIN AMERICAN-STATESMAN

**DATE:** July 9, 1989

**PUBLICATION:** Austin American-Statesman

**EDITION:** FINAL

**SECTION:** SPORTS

**PAGE:** C1

**COLUMN:** John Maher

So the North beat the South in the **Whataburger** All-Star

Basketball Game. Big deal. They'll play again next year. Let's talk about two women's basketball teams that never face each other, the University of Texas and Stephen F. Austin. In a way, the schools met at the All-Star game, where both were represented by very strong contingents.

Grapeland's Trenia Tillis, Arlington James Martin's Deneen Parker and Lewisville's Lori Davis have all chosen to play at upstart SFA, which Coach Gary Blair is fast turning into a national power.

Duncanville's Cinietra Henderson, Brownfield's Sheryl Swoopes, Quitman's Jennifer Clark and San Antonio Clark's Courtney Canavan have decided to attend UT, where Jody Conradt's perennial NCAA title contender has nothing to gain by playing SFA.

Last year, however, the two teams almost met in the NCAA West Regional that was held here in March. Blair was just about salivating at the chance to upset UT, which traditionally gets the state's best recruits.

All Blair's 11th-ranked Lady Jacks had to do was first get by Maryland. Unfortunately, Maryland was not the kind of team SFA could afford to overlook. Maryland's full-court pressure absolutely unraveled SFA, which was overwhelmed 89-54. The Terrapins then went on to beat UT and make it to the Final Four.

But Saturday at the the Burger Center, UT and SFA had their meeting. Recruits from the two teams dominated the game, even though the best guard on hand won't be attending either school.

If there's a Kamie Ethridge in Texas this year, it's Deer Park Pasadena's Dena Evans, who is headed for the University of Virginia. Evans, who played for the South, was the one player who wowed the crowd with her ballhandling and sometimes shocked even her own teammates.

One no-look pass from Evans had Tillis shaking her head. "She's been making those passes in practice," Tillis said. "I should have been ready for it. Dena is the best I've ever seen."

It was Tillis, though, who was involved in the most interesting matchup of the day. She had to try to cover Henderson, who started at center for the North.

Both Henderson and Tillis were slighted this season by USA Today. The 6-foot-Tillis, who played for a 2A school, didn't make any of the first three All-America teams, even though she has Clarissa Davis-style leaping ability, speed and intensity. Tillis lacks shooting range, but then she's a scorer, not a pure shooter.

The 6-foot-4-inch Henderson was absolutely dominating while leading her team to two 5A state titles. She's a better college prospect than several past USA Today players of the year. But, because of her big body, she was downgraded to a third-teamer by people who've never had to rebound against her.

In Saturday's All-Star game, where the teams substituted in shifts like hockey teams, Henderson never had a chance to display her remarkable shooting touch. She scored only nine points and was out-hustled by Tillis, who had 20 points and would have been the MVP if her South squad had only won.

Instead, the award went to the North's Swoopes, who said she chose UT because, "I love to win. I hate to lose."

Swoopes did a lot more than score 14 points. She showed she's a quick leaper who could provide some immediate bench help for Conradt's squad.

Clark, a UT recruit at guard, didn't impress. Although she was tabbed as a North starter, she was shut out and spent the fourth

quarter on the bench.

SFA's Parker, meanwhile, showed she may have what it takes to be a good college point guard. Although her shot looked highly suspect, she can penetrate and sees the floor well.

Canavan, who'll have to walk on at UT, scored six points on hustle and muscle. And SFA's Davis had 12 points for the North.

Final score, SFA recruits 39, UT 29. That doesn't mean SFA has the better class. But it shows SFA is more competitive with UT than the rest of the SWC, whose recruits combined for only 33 points Saturday.

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## Clemens plays to packed house

**BYLINE:** Kevin Robbins AMERICAN-STATESMAN STAFF

**DATE:** June 12, 2006

**PUBLICATION:** Austin American-Statesman (TX)

**EDITION:** Final

**SECTION:** Sports

**PAGE:** C01

CORPUS CHRISTI - They surrounded the bullpen Sunday to watch Roger Clemens in a Hooks uniform. The crowd was four-deep out in left field at **Whataburger** Field when No. 22 arrived, drenched already. Clemens threw often and hard. He wanted to "feel fatigued," as he described it later, before the 7:05 game even saw a pitch. The spectators leaned on the rail, balancing cameras like people do at the zoo when the panda finally comes out of the shade.

"Five feet away," a man chanted into his cell. "Five feet."

Standing snug to the chain-link fence was the Blackmar family, which knows enough about doing something with a ball that other people desire to see.

Phil Blackmar, a three-time winner on the PGA Tour and longtime resident of Corpus Christi, brought his wife, Carol, and son Mark to Double-A Hooks game, Clemens' second of three starts in the minor leagues before a grand June 22 return to the Houston Astros.

Blackmar wanted his son, a 14-year-old pitcher himself, to examine the 43-year-old Clemens from a short distance. To learn.

"Watch how much he leads with his hip," the father told Mark. "Remember that. Put it in your mind."

Two hours later, Clemens left the field to a rousing ovation from baseball fans in Astros country. He threw 73 pitches, 52 of them for strikes, two of them for sharp singles in the fifth and sixth innings. Clemens lost his no-hitter on the 50th pitch of the breezy Gulf Coast night.

He struck out 11 batters for the San Antonio Missions, but "strikeouts are meaningless right now," Clemens said after his six-inning stint. He even got the win; the Hooks scored five times, the Missions once.

"I was able to stay under control, attack the strike zone. I need stamina. I need another start."

Clemens will get that on Friday, when he's scheduled to complete his assignment with the Astros' minor-league circuit and start at home for the Round Rock Express. It's on from there to the Astros, who signed Clemens on May 31 for a one-year, \$22-million gamble that team owner Drayton McLane hopes to parlay into a second consecutive invitation to the World Series.

Clemens threw 10 more pitches and played three more innings than he did Tuesday in Lexington, Ky. He started there for the Single-A Legends, who brought a stadium-record 9,222 fans to Applebee's Park.

The official count Sunday was 9,022 - another reminder that this farewell song is all about what the seven-time Cy Young winner means to baseball in Texas.

"These are big days," said former Astro Nolan Ryan, whose enterprise, Ryan-Sanders Baseball, owns the Hooks and the Express.

The gathering at **Whataburger** Field embraced the occasion.

The sugar on the funnel cakes smelled sweeter. The keys in the Star Spangled Banner sounded a little bit sharper. The AC/DC song on the public-address even seemed a little hip, if not perfectly appropriate for a power pitcher whose career has been everything but subtle.

"I'm one step closer," said Clemens, who has been more than a one-stop pitcher for the younger players. In Lexington and in Corpus, he addresses the teams to talk about the mighty dream: to take the field someday in the major leagues.

"Hopefully a couple of young pitchers paid attention. They might have learned something," Clemens said.

Somewhere, maybe Mark Blackmar did.

Roger Clemens

Houston pitcher struck out 11 in start for Corpus Christi.



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## AUSTIN INC.

**BYLINE:** Shonda Novak, Claudia Grisales, AMERICAN-STATESMAN STAFF

**DATE:** February 25, 2005

**PUBLICATION:** Austin American-Statesman (TX)

**SECTION:** Business

What a great catch: Austin will host Whatagames **Whataburger** will take over downtown Austin at the end of April, as the burger chain brings hundreds of executives, franchisees and employees to town for its annual convention and Whatagames -- a sort of fast-food Olympics.

The company has booked 730 rooms at the Hilton Austin and another 180 at the Omni Hotel, which it's calling the Whatagames Village, for events that run from April 29 to May 2.

In the games, employee teams compete for cash prizes based on how well they know the company's operations manual -- stuff like how long a burger should cook. Then they'll have to show their skills in front of judges at **Whataburger**'s Cedar Park outlet.

About 700 Austin-area employees will compete for prizes that include \$5,000 for each member of the gold medal team.

**Whataburger**, based in Corpus Christi, started the games in 1996.

A greater Austin Web site for chamber of commerce

The Greater Austin Chamber of Commerce Web site has gone from bland to rad.

The organization, with help from Milkshake Media, launched a redesigned site Thursday with features such as a clickable map with in-depth demographics on the region, updates on new employers and ready-to-go searches for commercial real estate.

Already, the new site has generated leads for economic development efforts, chamber officials said.

The old site was "the worst Web site," said Gary Farmer, president of Heritage Title Co. and head of chamber job-creation efforts. "I'm really happy with the Web site now."

Chamber leaders unveiled the site during a meeting with area businesses that have anted up \$13.8 million for a five-year job-creation initiative.

Staff writers Shonda Novak and Claudia Grisales contributed.

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## 32 places to turn when nothing but a burger will do

**BYLINE:** Dale Rice, AMERICAN-STATESMAN STAFF

**DATE:** May 8, 2003

**PUBLICATION:** Austin American-Statesman (TX)

**SECTION:** XL Ent

Here are 32 places to grab a good burger in the Austin area. While some of these venues have more than one location -- (Central Market, Dan's, Fran's, Fuddruckers, Hill-bert's, Logan's, Nau's and **Whataburger**) -- the descriptions reflect the address listed. Airport Haven (6801 Guadalupe St.; 459-6859): Turning 50 this year, Airport Haven is one of the city's eight spots that has been grilling for at least a half-century (Dirty Martin's, Hut's, Sandy's, Arkie's, Frisco, Nau's and Holiday House are the others). Once popular with the West Austin crowd, it's still a good spot for a basic quarter-pounder (\$2.49), which it features along with Indian food.

Arkie's Grill (4827 E. Cesar Chavez St.; 385-2986): Step back in time at this grill that has been operating since 1948. The Arkiecheeseburger (\$4.40) is more than a patty; it's a platter with the burger served open-face on a toasted bun with fries and two onion rings.

BurgerTex (5420 Airport Blvd., 453-8772): Using "choice chuck" patties and baking buns twice a day, BurgerTex turns out one of the tastier burgers (\$3.50) in town, with a condiment bar that allows diners to pile the extras as high as they want.

Cafe at the Four Seasons (98 San Jacinto Blvd.; 478-4500): It's upscale here, with tenderloin and striploin ground in-house for the burger (\$14), which is served on a Kaiser roll with a leaf of butter lettuce, thick slices of red onions, ripe tomatoes, pickles and a side of crisp French fries.

Casino el Camino (517 E. Sixth St., 469-9330): This small dark bar is home to one of the best burgers in town. Casino el Camino starts with a hand-formed, three-quarter-pound patty that is wonderfully juicy when it comes off the grill. Variety abounds here, with the Amarillo (\$5) featuring roasted serrano chiles and jalapeo Jack cheese and cilantro may, the Buffalo (\$5) with hot sauce and blue cheese and the Pitts (\$5.25) with steak sauce, sauteed mushrooms and onions and provolone cheese.

Central Market at Westgate (4477 S. Lamar Blvd.; 899-4300): On a sesame-seed bun, this plump, moist burger (\$6.49) is topped with lettuce, tomato and red onions with crisp fries and a sweet-hot pickle mix on the side.

Dan's (4308 Manchaca Road; 443-6131): Founded by the late Dan Junk 30 years ago, Dan's will put a burger (\$2.44 for the medium size) on toast if requested. Pair with homemade onion rings.

Dirty Martin's Place (2808 Guadalupe St.; 477-3173): Known far and wide as "Dirty's," this joint has been flipping burgers since 1926, making it the oldest burger joint in town. The D.H. special (\$3.50) sandwiches a patty between slices of cheese with grilled onions, tomato and pickle on toast.

Eastside Cafe (2113 Manor Road; 476-5858): The half-pounder (\$7.50) is served on a sesame-seed bun, with the traditional fixings and garlic mayonnaise. Replace the fries with salad or soup (a chilled fruit soup is my summertime favorite) for a refreshing alternative.

Filling Station (801 Barton Springs Road; 477-1022): A hefty burger, the high beam (\$7.95) is made with a three-quarter-pound beef patty with cheese on rye toast and served with crisp fries.

Fran's (1822 S. Congress Ave.; 444-5738): The reigning queen of Austin burgers, the semi-retired Fran Junk built a South Congress landmark that packs 'em in for a good burger (\$2.85 for the medium).

Frisco Shop (5819 Burnet Road; 459-6279): The signature dish of the old Night Hawk chain (only the Frisco is left), the Frisco Burger (\$4.25) is served with cheese, pickle relish, lettuce and Russian-style dressing on a toasted bun neatly wrapped in paper.

Fuddruckers (4024 S. Lamar Blvd.; 444-8202): The Southwest burger (\$5.69 for the half-pound size) has a regional flavor, with guacamole and bacon topping the patty. The best condiment bar around offers piles of fresh ingredients to top the meat.

Hill-bert's (3303 N. Lamar Blvd.; 452-2317): There's no skimping on the extras at this old-style drive-through with a window counter, where the well-done cheeseburger (\$2.49) had three slices of ripe tomato, several pickles, plenty of torn lettuce and lots of mayo.

Hill's Cafe (4700 S. Congress Ave., 851-9300): Savor the best burger (\$7.99) in town, an 8-ounce, never-frozen, well-seasoned patty on a slightly sweet, sourdough, kolache-style bun, with leaf lettuce, tomatoes, white onions, pickles and a side of fries.

Holiday House (5201 Airport Blvd.; 452-3136): An offshoot of the West Austin roadhouse, patrons can find the same quality in a basic burger (\$2.99) on Airport Boulevard.

Hoover's (2002 Manor Road; 479-5006): This welcomingly diverse, comfort-food haven serves a "down home" burger (\$6.29) made with an 8-ounce, hand-formed patty on a sesame-seed bun. Where else can you have jalapeo creamed spinach as the side, one of a wide variety of options included in the price?

Hut's Hamburgers (807 W. Sixth St.; 472-0693): Fats Domino, Ritchie Valens and Buddy Holly aren't on the juke box here; they're on buns, some of the 20 named burgers that distinguish this spot. My all-time favorite is the Alley-Oop (\$4.25), served on toasted multigrain bread with Swiss cheese, sauteed onions and Thousand Island dressing. An absolute necessity for me is a side of black pepper onion rings, perhaps the best O's in all of Texas.

Hyde Park Bar & Grill (4206 Duval St.; 458-3168): The half-pound sirloin burger (\$5.95) is one of the tastiest in town, especially paired with the best fries in the area (dipped in buttermilk, lightly dusted with flour and fried in peanut oil).

Katz's Deli (618 W. Sixth St.; 472-2037): The Brooklyn patty melt (\$7.99) at this 24-hour deli features a large burger that has to be cut to fit neatly on slices of rye toast with melted cheese and sauteed onions. Plus there's an added attraction: the dill pickles, sweet marinated slaw and homemade potato chips that precede the entree, as well as the option of a cheese-stuffed potato in place of fries.

Logan's Roadhouse (701 E. Stassney Lane; 912-8702): With its mix of ground sirloin, chuck and steak, the deluxe burger (\$5.59) at Logan's -- a national chain that recently entered the Austin market -- is a juicy patty topped with bacon, shredded cheddar and Monterey Jack cheese, mushrooms, sauteed onions and barbecue sauce, with a side of homemade potato chips.

Mike's Pub (108 E. Seventh St., 479-6424): Located in the parking garage across the alley from the Stephen F. Austin Hotel, Mike's has a popular lunch special: basic cheeseburger, half order of limp fries (still sizeable) and a drink (\$6). You might even run into the governor.

Nau's Enfield Drug (1115 W. Lynn St.; 476-1221): The 1950s lunch counter adds a big dollop of nostalgia to the white-paper-wrapped basic burger (\$2.50), which many long-time patrons dress up with bacon and cheese.

North by Northwest (10010 N. Capital of Texas Highway; 467-6969): This brew-pub serves a half-pound Angus beef burger (\$6.95 at lunch, \$8.50 at dinner) topped with blue and cheddar cheeses on a soft roll with a side of fries.

Noodle-ism (107 W. Fifth St.; (512) 275-9988): The upscale Kobe-style cheeseburger (\$7.75), from chef Jeff Liu, who also has the four-star Bistro 88, comes on a wheat roll with unusual sides: miso soup and little fried potato cubes with a touch of soy sauce.

Poodie's Hilltop Bar and Grill (22308 Texas 71 West, Spicewood; 264-0318) -- Everybody refers to it simply as "Poodie's," but that name isn't visible from the highway, where the sign advertises Hilltop Bar and Grill. It's a classic Texas honky-tonk with a basic burger (\$4.75 with fries) that'll have the paper wrapping soaked within a minute. Perfect accompaniment for a longneck.

Ranch 616 (616 Nueces St.; 479-7616): The popular "Framed Burger," a hand-formed, half-pounder of Black Angus beef (\$6.95), is more sophisticated than typical ranch fare. Changing daily, it is stuffed with a variety of ingredients, ranging from jalapeos, portobello mushrooms and cheddar and swiss cheeses to bacon, jalapeos and blue cheese.

Rico's Tamales (1701-B Cesar Chavez St.; 477-7207): Eastside fans of basic burgers find them at Rico's, behind Las Cazuelas on Chalmers Avenue, where the regular (\$1.75) comes on a grilled bun with shredded lettuce, tomato, pickles and mayo.

Sandy's Frozen Custard (603 Barton Springs Road; 478-6322): The line of cars at the drive-through often curves around the building and backs up to the street for these cheap burgers. A messy but tasty one is topped with chili, cheese and onions (\$2.59). The bonus is a shake that requires a spoon; it's too thick for a straw.

Shady Grove (1624 Barton Springs Road; 474-9991): The green chile cheeseburger (\$6.29) is a crowd-pleaser, with the large hand-formed patty topped with a spicy green chile sauce, chopped lettuce, pickles, red onions and tomato.

Top Notch (7525 Burnet Road; 452-2181): The aroma in the parking lot, where it smells like a back yard with the grill fired up, will have your tastebuds working before the first bite of the charcoal-broiled burger (\$2.45). Complete the meal with what may be runner-up to the best homemade onion rings in town.

**Whataburger** (1908 W. Ben White Blvd.; 707-0941): This Texas classic has the friendliest attitude and the best burger of the widespread chains. A Whatameal (\$4.09) brings a medium drink and fries to the table with one of the largest basic burgers offered by the fast-food

outlets. \*

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## Crumbs

**BYLINE:** Kitty Crider, American-Statesman Food Editor

**DATE:** October 2, 2002

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**SECTION:** Lifestyle

Fries with that? **Whataburger** Way. What a name. But it's for real. Corpus Christi recently voted to change one of its streets (Parkdale Drive) to **Whataburger** Way in honor of its hometown corporate fast-food legend.

If this catches on, might we see Schlotzsky's Street or Whole Foods Highway?

Overrated, underrated

American Heritage magazine says the overrated food fad is the fusion cooking of the day. It matters not the country combination.

"Fusion cooking has always been with us; fusion cooking will always be with us," it says. Hot dogs are fusion. So are spaghetti and meatballs, chile con carne, jambalaya, California-roll sushi, vanilla ice cream, pumpkin pie. . . .

Now the underrated cuisine, it adds, is Puerto Rican. There are only 80 Puerto Rican restaurants in the United States, or about one per 3 million Americans. That's ridiculously low for a cuisine that is a well-seasoned blend of Spanish, West African and American ingredients and methods.

The O-ring aisle

To test a cauliflower casserole recipe, I found myself searching out French's canned french-fried onion rings. To my surprise, this item has its own listing in grocery aisle directory signs at H-E-B stores. Is this item that popular?

It's not in the top 100 grocery item listings, says H-E-B, but the chain receives so many questions as to the location that they list it on the aisle signs in many stores.

Probably ought to leave those signs up awhile longer. Not only is the green bean casserole season coming up, but French's has introduced, for the first time since 1933, a new flavor: cheddar french-fried onions. Our tasters gave them a lukewarm reception out of the can. But they have not cooked with them.

The cauliflower casserole was a yawn.

Cooking now!

People in Austin Community College's Culinary Arts Program are waving their whisks in celebration. Recently the program received accreditation by the American Culinary Federation Education Program. ACC is one of three programs in Texas to achieve this. The others are Del Mar College in Corpus Christi and St. Philips College in San Antonio.

Meanwhile, across town, the Texas Culinary Academy, another chef school, will host a two-day competition for students from Le Cordon Bleu Schools in North America on Monday and Tuesday.

On the local candy scene

Smack your lips over a feature on Austin's Lammes Candies on Monday on the Food Network's "Food Finds" show at 2:30 p.m. (Other Texas companies included are Atkinson Candy Co. of Lufkin and the Mozzarella Co. of Dallas.) This is a rerun,

but a yummy one. October 7th at 3:30PM ET, and last aired in January 2001.

Open markets for fall

Wednesday afternoons will bring a farmers' market to Davenport Village, beginning Oct. 16. Many of the growers from the Westlake Farmers' Market will show up with their organic chickens, pestos and produce from 3 to 6 p.m. near Vincent's Restaurant, 3801 N. Capital of Texas Highway.

Meanwhile, farther north, shoppers should be able to find squash, cantaloupe, eggplants, peppers, shelled peas, asparagus and

more at the Georgetown Farmers Market, which has reopened for fall crops and products. Coming soon will be pumpkins, green beans and tomatoes.

The market takes place in downtown Georgetown beside the Williamson County Courthouse, on Thursdays from 3:30 p.m. to 6-ish or sell-out.

The Round Rock Farmers Market will remain closed this season (look for it again in the spring), but other markets such as Westlake, South Austin, Sun City and Travis County are open.

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## **If a customer receives the royal treatment, it's time to exclaim**

Now that's service!

**BYLINE:** Jane Greig and Dale Rice, AMERICAN-STATESMAN STAFF

**DATE:** June 29, 2002

**PUBLICATION:** Austin American-Statesman (TX)

**SECTION:** Lifestyle

A Pflugerville post office employee reassembles a box so a gift could be sent on time. Eddie V's restaurant insists a florist replace an anniversary bouquet ordered by a customer because it's subpar.

RunTex gives a customer new running shoes when new laces for a pair of old shoes could not be found.

The manager of Marie Callender's makes a business lunch go smoothly by devising a plate beforehand to meet special dietary needs.

McCoy Jewelcraft sells coveted earrings at cost to a customer celebrating a successful weight loss.

A staffer at Central Market sifts through cans of garbage to find a lost birthday card.

A CompUSA employee jogs across the shopping center to see if a competitor has the item a customer needs.

Now that's service!

Restaurant critic Dale Rice and consumer columnist Jane Greig recently solicited readers for examples of good customer service. The floodgates opened.

Hundreds of readers were thrilled to have the chance to laud their favorite restaurants and businesses. OK, so the offer of two \$100 prizes to those with the best stories about restaurant and retail service helped.

Just like at the fictional "Cheers" bar (where everybody knows your name) or in Garrison Keillor's town of Lake Wobegon (where all the sales personnel are strong, good looking and above average), local readers knew when they experienced good customer service.

It was found at Floor King, Olive Garden, Breed & Co., Hoa Hoa, Four Brothers Dry Cleaners, Dario's Mexican Restaurant, PetsMart, Hill Country Pasta House and

H-E-B grocery stores -- just to name a few.

What is good service?

Start with what it is not. Good service is not the bare minimum ("Here's your widget. Thanks for the money, ma'am. Next.") Polite and informed employees and a good product are just the start.

Good service is when a business recognizes the customer as an individual. A business is like a stage -- well set, well lit, well cast. The customer walks in and the retail play begins.

If the back-stage hands or the cast are poorly paid or treated -- it shows. If the set and the props are inferior or in need of repair -- it shows. If the service or goods provided are shoddy -- it shows.

Can you get specific?

Small businesses such as Creative Framing were trumpeted because the staff picks dog hairs out of cross-stitch material. Expected of such a shop? Perhaps. But these folks also ordered framing and mats and held them for five years until a customer had completed several degrees.

At La Margarita in Round Rock, one waitress rushed a meal for some regular diners, while another kept her eye on their truck, left running to provide air conditioning for their 4-month-old puppy.

Then there were giants such as James Avery Craftsmen, where a little girl received a replacement ring free of charge after

crushing hers in a locker door.

And little guys like Taco Shack, where the owner took time out on a busy morning to greet a longtime customer he had not seen in several weeks -- and gave him the tacos on the house.

How about the folks at Shamrock Cleaners who regularly remove unique buttons from blouses to protect them during cleaning and then resew them on garments? This cleaners even duplicated a missing bow from garment scraps for a wedding attendant's dress.

Then there was the anonymous clerk at Central Market (North Lamar Boulevard location) who took money out of her own pocket to help a customer who was \$2 short.

Folks also found exceptional service at Red Lobster, Rewards, **Whataburger**, Hoohobbers, Henna Chevrolet, the Garden Room, Howard Nursery and the Little Deli.

Want more? Read the several hundred letters Jane and Dale received from readers praising businesses at [statesman.com/life/greig](http://statesman.com/life/greig).

What's a retailer to do?

Build a business one happy customer at a time. Sounds easier than it is. Happy customers talk -- almost as much as unhappy ones. Many business relationships begin with the advice of a neighbor or friend.

That kind of advertising is priceless.

Focus on each customer as if he or she were the last customer you will ever have, retailers. Because if you do not, that may be the last time you see that customer. A smile, a name, a thank-you, a how-may-I-help-you will get you started, but it will not guarantee the customer will return.

Make follow-up calls. See the person behind the purchase. Send notes. Trust folks. Act like customers matter.

They do.

Do customers expect too much?

Clearly not.

Many diners wrote to praise restaurants that greeted them with a smile, kept the water glasses filled, checked to see if the meal met their expectations and asked them to return.

That is not laudatory service.

That is a starting point, a bare minimum.

Unfortunately, Austinites are so used to bad service from less-than-professional wait staffs that even a token effort to provide tolerable treatment often seems special.

Are you a good customer?

Customer service is a relationship. Service providers cannot read minds.

Be respectful to employees. Made an appointment? Keep it or call and let the business know. Have a repair problem? Describe it accurately. Be open to a solution interpretation other than your own.

Be respectful of other customers. Ditch the cell phone in any intimate setting. Children should not play tag in a department store dressing room or around a restaurant table.

A business has the right to make certain decisions, even if you do not like them. It's fine to ask for an exception, but be prepared for the rule not to be bent for you.

Compliment good service. Be specific about poor service.

What if I'm embarrassed to complain in front of people?

That's frequently the predicament with diners who have the boss or the mother-in-law in tow. They don't want to "create a scene" in front of their guests.

Ideally, customers should complain at the time of the problem, asking to see a manager to discuss the issue if the clerk or wait person is not sufficiently responsive. If that's uncomfortable, then call the owner or manager afterwards to tell them about the disappointing dish or service.

They deserve to know about their establishment's shortcomings, and they deserve a chance to make it right.

Want my business?

Act like it, business operators.

Pay the receptionist or the frontline personnel a living wage and train them. The first voice a customer hears or the first face a customer sees sets the tone for the entire retail experience.

If you cannot help me, who can?

That should be the first thing out of a customer's mouth when unhappy with a retailer's response to a complaint.

Before you complain about the problem, settle on a solution that will make you happy. Then make sure the retailer understands your dissatisfaction. At every level -- sales clerk to customer service department to supervisor to CEO or owner -- take notes and take names. Your thoroughness will aid your cause and your thinking. The ultimate weapon? Calmly and firmly state that you are taking your business elsewhere.

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Grand Prize readers and businesses

NEW(these two readers get \$100 each for their best service stories and the businesses get a blue-ribbon award)

A long way to fix a flat

Live in Central Texas and work in Austin? Then you have been in the shoes, or rather the tires, of Robin White. Arriving in the River City for work one morning, White, a Marble Falls resident, found herself with another flat tire and a full day's schedule ahead capped by child-care pickup. She had nowhere to turn. Who had just repaired that tire? Wal-Mart -- in Marble Falls. White called. Department manager Jimbo Simpson responded in one hour, driving to Austin and removing and repairing the tire (pulling the new nail White had picked up). Was Simpson a logical source of help? Yes. Was he bound to come 45 miles to do so? Nope. That's service!

A dinner for two past closing time

When Cynthia Hebert and husband, A.J., were buying a new car recently, it appeared the paperwork would delay dinner. So Hebert called a favorite spot, the Golden Palace on Interstate 35, and asked what time it closed. Terri Chang, part of the family-run restaurant, said 9 p.m., and asked why Hebert wanted to know. She explained, and Chang insisted the regular customers come for dinner. When the Heberts arrived at 9:30, they found the full Chinese buffet waiting, along with the rest of the Changs, mother and father John and Annie and sister and brother-in-law Betty and Michael. The only customers there, the Heberts never felt rushed by the patient Changs, who had kept the restaurant open to serve two people -- at \$7.99 each. That's service!

Service Hall of Fame

(these employees and owners stood out among the many service providers readers nominated)

Vickie Roan

The Menagerie

A small-business owner who will open her store on Sunday, Vicki Roan provides free giftwrap and delivery in Austin. "The Menagerie is more about friendship. When our daughter had breast cancer, Vicki appeared at her door with dinner," said customer Mary Lou Morrison.

Shane Dickey

Lowe's Home Improvement Warehouse, South Interstate 35



A tool department manager who delivered a ladder to customer Dorothy Wilson at no charge on his lunch hour, Shane Dickey is a shining example of Texas-friendly service. "I drive a Honda. . . I needed the ladder so I gratefully accepted his offer, thinking I could impose a tip on him as a thank-you, but he refused," wrote Wilson.

Wes Reiley

Austin Speaker Service

An electronics repairman who does not take credit cards, Wes Reiley trusts his customers. The "No credit cards are accepted" sign surprised customer Bob Herbert.

"Without any hesitation, (Reiley) said, 'My address is on the receipt. Mail me a check when you get home.' My jaw dropped and was still open as he helped me load the speakers into the car. The bill was over \$100. I can't think of any store, anywhere, that would trust someone they have never met to mail it later."

Graham Funk

Mezzaluna

This waiter "saved the day" for two Korean War buddies and their wives, according to Curtis Westphal. The couples were relaxing over a late lunch at Mezzaluna when Graham Funk "raced to our table and asked if we had driven to the area." He asked for the location and description of their cars and then bolted out of the downtown restaurant to put coins in their meters before a ticketing officer reached them. "Truly exceptional service," Westphal said.

Margie Harris

Lone Star Cafe, Lincoln Village

This, says reader Keith Sharp, is not an example of a single act of good service, but "the story of a lady who makes a difference time after time, year after year." The lady is Margie Harris, a server who tells jokes, shares photos, gives hugs, draws cartoons on her bills and generally "picks you up when you are down." Sharp calls her a "diamond."

Contact Jane Greig at P.O. Box 670, Austin 78767; (512) 445-3697; e-mail [jgreig@statesman.com](mailto:jgreig@statesman.com) or fax (512) 445-3968. For more Jane Greig, visit [www.statesman.com/life/greig](http://www.statesman.com/life/greig).

When Robin Cloud White got a flat tire, Wal-Mart department manager Jimbo Simpson, right, came to the rescue right away. He drove from Marble Falls to Austin to get her moving again so she could tackle her busy day. // Cynthia and A.J. Hebert, top right, were not too late for dinner at the Golden Palace in Round Rock, when John Chang, left, Annie Chang, Terri Chang, Betty Chang and Michael Chang, back row, kept their restaurant open just for them. // Shane Dickey // Graham Funk // Margie Harris // Wes Reily // Vickie Roan

San Antonio Business Journal - July 21, 2010  
[/sanantonio/stories/2010/07/19/daily21.html](#)



Wednesday, July 21, 2010

## Whataburger employees to volunteer with Meals on Wheels

San Antonio Business Journal

**Whataburger** has teamed up with **Christian Senior Services** to help deliver meals to homebound seniors living near Whataburger's corporate headquarters.

Christian Senior Services manages the local Meals on Wheels program. Through this program, volunteer drivers deliver healthy meals to senior citizens in Bexar County. Meals are prepared each weekday under the direction of a registered dietician. In addition, personal contact with volunteers and drivers often combat loneliness in seniors.

Because there is always a need for volunteers, Christian Senior Services has begun a new program that involves signing up corporate partners to help deliver meals on behalf of Meals on Wheels. Whataburger is now the 16th corporate partner to begin delivering meals in support of Meals on Wheels. Whataburger is supporting the Meals on Wheels program as part of its Whataburger Serves community initiative.

"To date, we prepare and deliver over 3,400 nutritious meals each weekday out of our main office in Northwest San Antonio," says Sharon Baughman, CEO of Christian Senior Services. "But because the majority of our clients are spread throughout Bexar County, it is crucial that we continue to establish volunteer partnerships throughout our community so that no senior goes hungry."

Last year, the program provided over 850,000 meals to senior citizens in Bexar County.

San Antonio-based Whataburger operates more than 700 locations in 10 states. The restaurants generate sales of more than \$1 billion annually.

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## Fatburger's 'Big Fat Deal'

Web Posted: 01/16/2008 2:00 CST

### MEAL DEALS

#### Fatburger's 'Big Fat Deal'

**Meal:** 1/3-pound Fatburger, Fat Fries and drink

**Cost:** \$6.59\*

**Ambience:** No-frills 1950s retro with digital jukebox, sit-down casual

#### Whataburger's 'Whatameal'

**Meal:** 1/4-pound Whataburger, fries and drink

**Cost:** \$4.29\*

**Ambience:** No-frills 1950s retro, piped-in music, sit-down casual

#### Chester's Hamburger

**Meal:** 1/3-pound cheeseburger, fresh-cut fries and drink

**Cost:** \$7.57\*

**Ambience:** Down-home decor, sit-down casual, beer available

\* Sales tax not included

Source: Restaurants

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#### Find this article at:

[http://www.mysanantonio.com/business/MYSA011706\\_1E\\_\\_fatburgerbox\\_ccb3a6e\\_.html.html?showFullArticle=y](http://www.mysanantonio.com/business/MYSA011706_1E__fatburgerbox_ccb3a6e_.html.html?showFullArticle=y)

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## **Readers' Choice — Burgers (chain):** **Whataburger**

Web Posted: 05/30/2008 2:00 CDT

(Robert McLeroy/Special to the Express-News)

Have a burger 'as you like it' at Whataburger.

**By Chris Dunn, Special to the Express-News**

On the one hand, size doesn't seem to matter. Whataburger, with its various locations, a family-owned burger business, keeps trouncing the mega-chains for best burgers at a chain restaurant in Readers' Choice.

But then again, maybe size does matter; Whataburger contends its hefty 5-inch bun stacked with 100 percent American beef, lettuce, diced onions, mustard, three tomatoes, and four (yep, four) pickles is a full inch larger than most of the competition and requires two hands to eat it. They aren't kidding when they say, "We build a bigger, better burger."

Add to that employees who are referred to as "family members" and treated as such, options that have expanded over the years to include chicken and fish, salads and desserts, and a separate breakfast menu, and you begin to see why Whataburger is a perennial San Antonio favorite.

But the heart of it all is still the original Whataburger, made to order "as you like it."

"Even though we have grown quite a bit over the years, we have never changed our burger recipe," says Jay Battle, division group vice president.

The recipe was developed in 1950 by Harmon Dobson for his first burger stand in Corpus Christi; his goal was to serve a burger so good every customer would exclaim, "What a burger!" when they tried it.

The exclamations were soon followed by the now iconic A-frame building design Dobson sketched on the back of a napkin. As a former bush pilot, he knew orange and white stripes and tall vertical lines would maximize visibility. Now, there are more than 650 franchises in 10 states.

Only 16 of the original A-frame Whataburgers are still around (the closest to us is in Austin); but there are plenty of contemporary locations in San Antonio, 43 at last count, ready to serve you the 2008 Readers' Choice Best Burger at a Chain Restaurant.

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*Chris Dunn is a graduate of the Culinary Institute of America — San Antonio and a freelance writer.*

**Find this article at:**

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## **Food Flashes: June 20-26**

Web Posted: 06/20/2010 12:00 CDT

### **Free food**

Whataburger's 700-plus locations are offering customers a free Breakfast on a Bun (egg, bacon or sausage and cheese served on a toasted bun) from 7 to 10 a.m. Tuesday. The offer, good for dine-in or carry-out, is part of a customer appreciation giveaway and is limited to one per customer; the customer must be present to get the free sandwich. During the event, customers can ask for the breakfast sandwich Ranchero style with salsa and jalapeños at no additional charge.

### **Coming Soon**

Longhorn Steakhouse, 5803 N. Loop 1604 W. and 7833 S. I-35, is expanding to a third location at 5706 W. Loop 1604 N. It is scheduled to open July 5.

Z'Tejas will be opening its first San Antonio location at The Shops at La Cantera in early November.

Orange Leaf Frozen Yogurt is coming soon to 1207 N. Loop 1604 W., Suite 103. It offers 16 varieties of nonfat frozen yogurt and 40 toppings to choose from.

### **Summer IceFest**

Quarry Hofbrau & Beer Garden, 7310 Jones Maltsberger Road, is hosting Summer IceFest at 7 p.m. Monday in the restaurant's Beer Garden. The chainsaw-wielding ice carvers (local champion ice carver "Iceman" Buddy Rasmussen vs. Reverend Butter, one of Houston's top professional ice sculptors) will compete in three 15-minute rounds. At the end of the carving, the crowd will vote for best sculpture. Live music. The restaurant will be grilling sausage in the Beer Garden as well. For more information, visit [www.quarryhofbrau.com](http://www.quarryhofbrau.com) or call (210) 290-8066.

### **New menu offerings**

Pavil Restaurant and Bar, 1818 N. Loop 1604 W., is offering a new dine-around experience that lets guests

taste a variety of Pavil's menu offerings from the south of France. The dine-around starts at \$65 per person and is available daily. The restaurant is also featuring Chef's Table 101, which is an interactive experience with the chef, who will prepare a customized seven-course meal based on each person's comments. It costs \$145 per person, which includes wine or beer pairings, and is for groups up to six people. For a look behind the scenes, get together a group of at least six people and call for a Cooking Class, which gives you an opportunity to learn to make some signature dishes. For more information or for reservations, visit [www.pavilrestaurant.com](http://www.pavilrestaurant.com) or call (210) 479-5000.

Mimi's Café, 17315 I-10 W., has added 40 items to its menu. There is now a Small Plates menu, which includes 10 tapas-style dishes made for combining and sharing; new flavors in classic salads; an expansion of its signature Gourmet Francais section; a Fresh & Fit menu that features choices for 650 calories or fewer; and a couple of new items on the dessert menu. Mimi's is open 7 a.m.-10 p.m. Sunday-Thursday and 7 a.m.-11 p.m. Friday-Saturday. For more information, call (210) 877-5792.

The Cheesecake Factory, 7400 San Pedro Ave., has introduced a new Glamburger menu. This menu features six gourmet hamburgers from different regions of the U.S. They cost \$10.95 each and come with a choice of french fries or green salad.

Einstein Bros. Bagels, 12730 I-10 W., Suite 314, 7959 Fredericksburg Road and at the University of Texas Bioscience and Engineering Building, 1 UTSA Circle, is offering three new bagel thin sandwiches, all at fewer than 400 calories each. The options include the turkey-bacon and avocado thin; the tuna thin; and the turkey thin. The bagel thins cost \$4.29 each or \$5.99 for a combo with chips and a regular beverage. All bagel thin sandwiches are made to order.

#### Soccer specials

El Papalote Taco & Grill, 203 N. Loop 1604 W., Suite 180, is celebrating the 2010 World Cup by opening for breakfast through July 11. Breakfast combos come with refried beans and potato, bell pepper and onion mix and cost \$3.99 for one choice; \$5.49 for two choices and \$6.99 for three choices. Breakfast plates also come with refried beans and potato mix and cost \$4.99-\$6.99. Specialties include chilaquiles (\$5.99), chicken enchiladas (\$6.99) and molletes, (\$4.99). Combos, plates and specialties are served with corn or flour tortillas. Other breakfast items are available as well. The restaurant will show live World Cup action, as well as rebroadcasts, on its multiple flat-screens throughout the tournament. For the duration of the 2010 World Cup, its hours are 7 a.m.-10 p.m. Sunday-Thursday and 7 a.m.-midnight Friday-Saturday. For more information, visit [www.elpapalote.com](http://www.elpapalote.com).

#### Tasting menu

Fig Tree Restaurant, 515 Villita St., is offering a tasting menu called A Taste of Provence. It features four courses, with two choices per course, for \$48 per person. Wine can be paired for an additional \$12 per person. This menu is available through the end of July. Call (210) 224-1976 for reservations or for more information.



*Jennifer Rodriguez*

If you have restaurant news, e-mail [kharam@express-news.net](mailto:kharam@express-news.net) or fax (210) 250-3405. Deadline is 5 p.m. Friday (nine days in advance of publication).

**Find this article at:**

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## Ordering wisely the secret to better fast-food dining

By Chris Dunn - Express-News  
Web Posted: 03/07/2010 12:00 CST



Tina Salazar, a manager at McDonald's, carries a typical meal to a table. Working with a nutritionist to help her with her food selections, she lost 130 pounds in a two-year period eating two meals a day at the fast-food restaurant. J. MICHAEL SHORT/SPECIAL TO THE EXPRESS-NEWS

Many would say "healthy fast food" is a contradiction in terms. But considering that our country leads the world in fast-food consumption, and on any given day, 25 percent of our population is eating at a fast-food restaurant, wouldn't it be a good thing if there were some healthy fast-food choices available?

Well, there are — if you look for them.

Among the hottest trends in quick-service restaurants are healthier options for children, snack-size items and bite-size mini desserts, all of which can have significantly fewer calories than typical fast-food fare.

Helpguide.org offers some basic tips on how to make healthier choices when eating at a fast food restaurant. One idea is to think small — portion control is a great way to control fat and calories. This is particularly important for small children, who need fewer calories than adults.

Also, look for items that feature fresh vegetables and grilled toppings, which are almost always lower in fat and calories.

Undress your food by leaving off the mayonnaise and high-calorie condiments and avoid adding extra salt (fast food often has plenty already).

For salads, choose lighter dressings, such as balsamic or vinaigrette, and order it served on the side so

you can control how much you use.

Eat mindfully, which means eating slowly to allow yourself the time it takes to feel satiated.

And, don't lose sight of the big picture — if you give in to temptation once in awhile, compensate for it by eating lighter at your next meal.

Fast-food chains are now providing easily accessible nutritional information for customers to help in determining what to order. McDonald's prints its information on the back of its tray liner and offers a "Bag a McMeal" guide on its Web site, which customers can use to calculate the total nutritional and caloric content of a meal before going to the restaurant. Burger King's Web site offers a similar "Your Meal Your Way" and Whataburger's Web site has a "Build Your Meal" feature.

There is a Stop & Go Fast Food Nutrition Guide for consumers at [www.fastfoodbook.com](http://www.fastfoodbook.com) that lists the menu offerings from most major chain fast-food restaurants in a color-coded red (stop), yellow (caution), and green (go for it) format that makes choosing healthy items easy.

People often ask if it is actually possible to lose weight eating fast food. Subway points to its spokesperson, Jarod Fogle, who lost 245 pounds in a year by only eating low-fat Subway sandwiches. Taco Bell recently introduced Christine, a woman who lost 54 pounds over a two-year period by eating Taco Bell's low-fat "Fresco" menu items.

Both fast-food chains are quick to point out that these results are not typical; Taco Bell even states "Taco Bell's Drive-Thru Diet" is "not a weight loss program." And while the "healthier" food choices on Taco Bell's "Fresco" menu are lower in overall calories, some nutritionists say many of the items have a poor ratio of fat to protein and can be high in salt.

San Antonian Tina Salazar, manager of a local McDonalds, lost 130 pounds over a two-year period while eating at least two meals a day at the restaurant.

A typical meal might be a salad on which she uses only half the packet of dressing (40 calories), Grilled Honey Mustard Chicken Snack Wrap (260 calories) and a Fruit 'n Youghurt Parfait, (130 calories plus 30 for the optional granola). She recommends the parfait for a dessert or snack.

With the help of a nutritionist, Salazar worked out a 1,250 caloric-a-day diet and began a regular exercise program. By sticking with her plan, she has gone from a size 26 dress size to a 6, keeping the weight off for five years.

"It's a lifestyle change," she says. "The nutritional info is published to help guide people, but it's more than numbers. A lot of people don't know what their calories should be; they don't know how much they're supposed to eat in a day."

"It's about choices, balancing things out. It's knowing your body, and exercise is very important."

Research by the National Restaurant Association indicates that 76 percent of adults in this country say they want to eat healthier. In response, 85 percent of fast-food restaurants are offering healthier menu choices than they did two years ago, says Lita Salazar, president of the San Antonio Restaurant Association and mother of Tina Salazar.

"The customer mandates what the restaurant serves. Therefore, it makes good business sense for the

restaurant to have options,” she says.

Lita Salazar, a McDonald's franchise owner, says that these days the restaurant doesn't start putting sandwiches together until they're ordered.

“If you want to leave something off, it's not a big deal — you can even order a burger with no bun,” she says, noting that 70 percent of customers ask for a customized meal, and restaurants are happy to accommodate them.

The convenience and low-cost of fast food means it will always be a part, often a large part, of what people eat in this country. Rather than suggesting people give up fast food, it might be more realistic to find healthier ways to approach it.

“Fast food's not going away; it's here to stay,” says Stephen Aldana, a nutrition expert. “So it's a matter of making better choices from within the options we have available.”

Chris Dunn is a graduate of the Culinary Institute of America — San Antonio and a freelance writer.

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## Seven cities benefit from “Whataburger Serves”

**Express-News -**

Web Posted: 12/22/2009 5:16 CST

San Antonio-based Whataburger recently donated more than 3,000 toys to fire departments in seven cities with a Whataburger presence as part of the chain's “Whataburger Serves” community service initiative.

In addition to San Antonio, toy drives were held in El Paso, Dallas, Houston, Corpus Christi, Waxahachie and Pensacola, Fla. ...

“Whataburger Serves” seeks to help the company's customers, employees and communities with food giveaways and various philanthropic activities.

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[http://www.mysanantonio.com/business/Seven\\_cities\\_benefit\\_from\\_Whataburger\\_Serves.html?showFullArticle=y](http://www.mysanantonio.com/business/Seven_cities_benefit_from_Whataburger_Serves.html?showFullArticle=y)

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## Whataburger offering custom-made T-shirts

**Express-News staff -**

Web Posted: 09/25/2009 9:01 CDT

After 59 years of custom-making hamburgers, Whataburger is expanding into the apparel business by offering individually designed T-shirts on the company's Web site.

In a news release Friday, the San Antonio-based company said it was taking its dedication to customization a step further by offering T-shirts featuring the Whataburger logo and up to nine colorful dots that correspond to the ingredient options a customer prefers on his or her hamburger.

It's all available at [www.whataburger.com/yourburgeryourshirt](http://www.whataburger.com/yourburgeryourshirt) in men's and women's styles. The gray or white T-shirts cost \$18.

"The shirts are a reflection of what makes Whataburger special," said Todd Coerver, Whataburger's vice president of marketing and innovation. "It's all about getting great-tasting, quality food made precisely the way they want it, and now, they can show off their orders on a shirt."

**Find this article at:**

[http://www.mysanantonio.com/business/Whataburger\\_offering\\_custom-made\\_T-shirts.html?showFullArticle=y](http://www.mysanantonio.com/business/Whataburger_offering_custom-made_T-shirts.html?showFullArticle=y)

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## Texas League: Missions 8, Corpus Christi 5

**Express-News -**

Web Posted: 09/07/2009 11:37 CDT

CORPUS CHRISTI — The Missions finished the 2009 Texas League regular season with a 70-70 record as they came from behind to defeat the Corpus Christi Hooks on Monday night at Whataburger Field.

Eric Sogard drove in three runs while Cedric Hunter collected three hits and an RBI. Missions reliever Matt Buschmann (2-1) hurled three scoreless innings in picking up the win, while Evan Scribner collected his second save in as many nights and his 21st of the year.

The Hooks jumped on Missions starting pitcher Steve Garrison for five runs in the first inning, highlighted by back-to-back home runs from Nick Moresi and Brandon Barnes. Moresi hit his with one man on, while Barnes collected his first RBI as a Hook.

From that point, the Missions used four pitchers and held the Hooks hitless the rest of the game.

The Missions would tie the game at 5-5 in the fifth inning on an RBI double by Craig Cooper that scored Logan Forsythe from first base.

They took the lead for good in the sixth when right fielder Sawyer Carroll led off with a walk. He advanced to second on Cedric Hunter's infield hit. Buschmann moved up the runners with a sacrifice bunt, and Sogard hit a sacrifice fly that scored Carroll.

The Missions scored two more times in the eighth.

The Missions will face the Midland RockHounds in the South Division playoffs for the first time since 2005. It is the third consecutive year the defending league champion Missions have made the playoffs.

**Notebook:** Tickets for Game 1 and 2 of the best-of-5 Texas League South Division championship series at Wolff Stadium against Midland are on sale by calling (210) 675-7275 or visiting [www.samissions.com](http://www.samissions.com).  
The Missions took the season series with the Hooks 15-13.

**Next up:** Missions (RHP Ernesto Frieri, 10-9, 3.59 ERA) vs. Midland (RHP Graham Godfrey, 11.8, 3.50), 7:05 p.m. Wednesday

**Radio:** KKYX-AM 680



## **Review: Dylan delivered show worth staying to the end**

**By Hector Saldaña**- Express-News

Web Posted: 08/09/2009 12:00 CDT

CORPUS CHRISTI — Bob Dylan folklore is littered with watershed moments: going electric, the retreat after his mysterious motorcycle accident, the pancake makeup mask of Rolling Thunder, a born-again experience, his never-ending tour and "Chronicles."

But an unforgivable one happened Wednesday at "The Bob Dylan Show" at Whataburger Field, a minor league ballpark in the shadow of the Harbor Bridge where a full moon over the sea made for a downright picturesque Americana concert featuring Dylan, Willie Nelson and John Mellencamp.

It was one of five Texas dates. And while 7,000 people passed through the turnstiles, fewer than 700 fans remained as headliner Dylan and his band finished a three-song encore after a truly inspired set of raspy, rocked up blues.

Maybe he should've cried "Judas" this time, from his vantage under the stadium lights on a wind-blown stage at center field. But he didn't.

"Thank you, friends," said Dylan as he introduced his band. He had just played "Like a Rolling Stone," "Jolene" and was about to sing "All Along the Watchtower."

There was magic for those that stayed.

Dylan started the night on electric guitar, opening with "Watching the River Flow," a blues stomp turned playful when he took the Chuck Berry-style guitar solo. Likewise, "Don't Think Twice, It's All Right" came alive with his countrified guitar licks and two-fingered runs like his hero Buddy Holly.

Was this his answer to pop critics who say he's been spending too much time behind the keyboards? Or was he just having fun?

A new facet to Dylan's onstage persona came during "Til I Fell In Love With You," when he grabbed a "bullet" harmonica microphone favored by old-time blues players and moved to center stage to play and sing.

That's as naked as he's ever been onstage. Something was happening here, but I don't know what it was:





## Zagat's best burgers and French fries

Web Posted: 07/08/2009 11:42 CDT

### **Burgers**

1. In-N-Out Burger
2. Wendy's
3. Burger King
4. McDonald's
5. Whataburger

### **Fries**

1. McDonald's
2. Burger King
3. In-N-Out Burger
4. Wendy's
5. Chick-fil-A

Source: [www.zagat.com/fastfood](http://www.zagat.com/fastfood)

Agree with this list? Hate it? Got one of your own? Tell us what you think.

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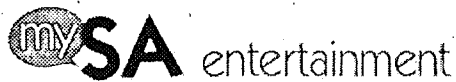
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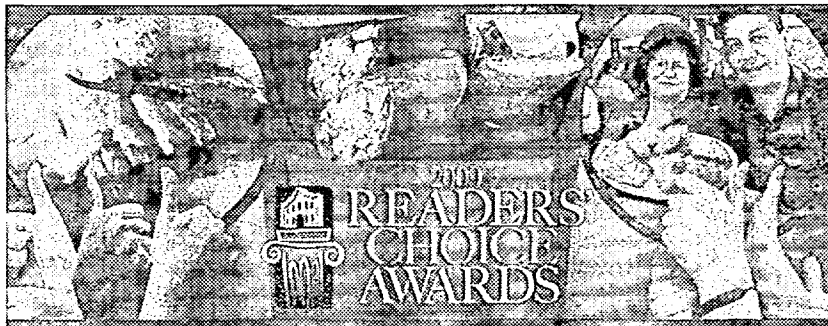
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Category	Gold	Silver	Bronze	Critics' Choice
Burgers (chain)	Whataburger	Chester's Hamburgers	Burger King	Five Guys Burgers and Fries
Burgers (non-chain/local)	Chris Madrid's Nachos and Burgers	Chester's Hamburgers	Gourmet Burger Grill	Chris Madrid's Nachos and Burgers
Pizza (chain)	Pizza Hut	Papa John's	Domino's	Hungry Howie's Pizza
Pizza (non-chain/local)	Rome's	Goomba's	Florio's	Dough Pizzeria Napoletana
Chicken-fried Steak	Dewese's Tip Top Café	TIE: Alamo Café & Lulu's Bakery & Cafe	Bud Jones	Good-Time Charlie's Bar and Café
Ribs	Rudy's Country Store and Bar-B-Q	The County Line	Chili's	Harmon's
Hot Dogs	Sonic Drive-In	Wienerschnitzel	Freddy's Frozen Custard	TIE: Jerry's Chicago-Style Hot Dogs & R&B's Taste of Chicago
French Fries	McDonald's	Gourmet Burger Grill	TIE: Bill Miller's & Freddy's Frozen Custard	El Papalote
Onion Rings	Dewese's Tip Top Café	Sonic Drive-In	Clear Springs Restaurant	Clear Springs Restaurant
Fried Chicken	Church's	Bill Miller's	Kentucky Fried Chicken	TIE: Earl Abel's & Mr. & Mrs. G's Home Cooking and Pastries
Buffalo Wings	Wing Stop	Buffalo Wild Wings	Hooter's	Big Lou's
Healthy/Lite Menu	Souper Salad	Subway	Jason's Deli	Mimi's Café
Salsa	Rosario's Mexican Café y Cantina	La Fogata	Salsalito's	Fresh: El Jarro de Arturo; Gourmet: Café Salsita; Roasted: SoLuna
Breakfast Tacos	Taco Taco Café	Taco Cabana	Las Palapas Patio Café & Mexican Grill	Panchito's Mexican Restaurant on McCullough
Tortillas	Alamo Café	Taco Cabana	H-E-B	TIE: Carmelita's Mexican Restaurant & Mary Lou's Café on McCullough
Tamales	Delicious Tamales	Ruben's Homemade Tamales	Tellez Tamales & Barbacoa	B & B Tamales and Food To Go
Fajitas	Taco Cabana	Pappasito's	Alamo Café	Pico de Gallo

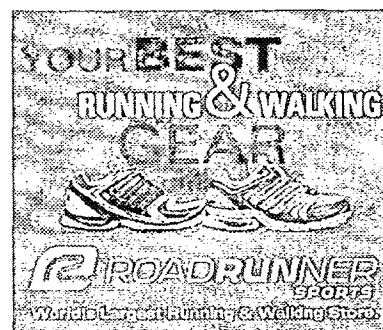
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9. Spurs sign summer shooting star Neal
10. Woman gets 20 years for cold case murder

Enchiladas	Blanco Cafe	Chuy's	Los Barrios Mexican Restaurant	Cheese: Oblate Café; Green: La Fogata; Ranchera: Picante Grill
Tortilla Soup	Jim's Restaurant	Alamo Café	Las Palapas Patio Café & Mexican Grill	Garcia's Mexican Restaurant in Schertz
Sushi	Sushi Zushi	Godai Sushi Bar & Restaurant	H-E-B	Sushi Zushi
Margaritas	Chacho's	La Fogata	Cha Cha's	La Fonda on Main
Buffet	Golden Corral	China Sea	Luby's	Chaps Restaurant
Breakfast	IHOP	Magnolia Pancake Haus	Jim's Restaurant	Magnolia Pancake Haus
Sandwich/Sub	Subway	Quizno's	Spice Rack	TIE: Firehouse Subs & Which Wich Superior Sandwiches
Mexican	Los Barrios Mexican Restaurant	Lisa's Mexican Restaurant	TIE: La Fogata & Rosario's Mexican Café y Cantina	Rosario's Mexican Café y Cantina
Steakhouse	Ruth's Chris Steak House	Saltgrass Steak House	Texas Roadhouse	Chauma Gaucha
Italian	Olive Garden	Paesano's	Johnny Carino's	Contemporary: Tre Trattoria; Traditional: Gianni's
French	La Madeleine French Bakery & Café	Coco Chocolate Lounge & Bistro	Le Reve	TIE: Bistro Vatel & Frederick's Bistro
Chinese	P.F. Chang's China Bistro	Golden Wok Chinese Restaurant	Formosa Garden	Formosa Garden
Thai	Tong's Thai Restaurant	Thai Taste	Thai Chili Rest	TIE: Bangkok Cuisine & Siam
Greek/Middle Eastern	Demo's Greek Food	Papouli's Greek Grill	John the Greek Restaurant	Pasha
Seafood	Sea Island Shrimp House	Red Lobster	Pappadeaux's Seafood Restaurant	Wildfish Seafood Grille
Barbecue	Rudy's Country Store and Bar-B-Q	Bill Miller's	Grady's Bar-B-Que	Barbecue Station
Bakery	Nadler's Bakery & Deli	Broadway Daily Bread	H-E-B	Bread: Broadway Daily Bread; Cupcakes: Kate's Frosting; Decorated Cookies: Lily's Cookies
Longtime Favorite Restaurant	Dewese's Tip Top Café	TIE: Earl Abel's & Jim's Restaurant	Sea Island Shrimp House	Sea Island Shrimp House
New Restaurant (less than 1 year old)	Coco Chocolate Lounge & Bistro	Maggiano's Little Italy	Wildfish Seafood Grill	Brasserie Pavil
Neighborhood Restaurant - Northwest	El Chapparal	Culver's of San Antonio	Henry's Puffy Taco	TIE: Bobby J's Old Fashion Hamburgers & Fralo's Art of Pizza & The Grille at Leon Springs
Neighborhood Restaurant - North Central	Spice Rack	Gourmet Burger Grill	TIE: Wildfish Seafood Grill & Cappy's Restaurant	TIE: Pam's Patio Kitchen & SoGo Market Café & Takeout
Neighborhood Restaurant - Northeast	Checker's Diner	Earl Abel's	Pompeii Italian Grill	TIE: El Jalisco on Nacogdoches & Figlio's Pizzeria & Ristorante
Neighborhood Restaurant - East Side	Mr. and Mrs. G's Home Cooking	Little Red Barn	Big Lou's Pizza	Tommy Moore's Café & Deli
Neighborhood Restaurant - South Side	Bud Jones Restaurant	Don Pedro Mexican Restaurant	Little Red Barn	Alamo Pizza
Neighborhood Restaurant - West Side	Malt House	Lisa's Mexican Restaurant	TIE: Panchito's & Ray's Drive-Inn	Mama Lee's Soul Food
Neighborhood Restaurant - Downtown/Southtown	Rosario's Mexican Café y Cantina	Mad Hatter's Tea	Mexican Manhattan	Oloroso
Special Occasion Dining	Ruth's Chris Steak House	Le Reve	Silo Elevated Cuisine & Bar	Le Reve
Romantic Dining	Grey Moss Inn	Coco Chocolate Lounge & Bistro	Chart House	The Lodge Restaurant of Castle Hills
Riverwalk Dining	Boudro's on the Riverwalk	Casa Rio	Rainforest Café	Biga on the Banks



Hotel Restaurant	Las Canarias (Omni La Mansion del Rio)	Colonial Room Restaurant (Menger Hotel)	Sunset (Westin La Cantera)	Las Canarias (Omni La Mansion del Rio)
Late-night Dining	Jim's Restaurant	Mi Tierra Café & Bakery	Taco Cabana	Casual: Los Robertos; Upscale: Nosh
Outdoor Dining	La Hacienda de Los Barrios	La Fogata	Rudy's Country Store and Bar-B-Q	La Fogata
Kid-friendly Dining	McDonald's	TIE: EZ's Brick Oven & Grill & Momak's Backyard Malts & Burgers	Willie's Grill & Icehouse	TIE: MoMack's Backyard Malts & Burgers & Two Bros. BBQ Market
To Take Out-of-town Guests	Mi Tierra Café & Bakery	La Fogata	Rudy's Country Store and Bar-B-Q	Texas Pride Barbecue
Best for the Buck	Spice Rack	Gourmet Burger Grill	Bill Miller's	Dona Tota Gorditas
Shopping Center/Mall	The Shops at La Cantera	North Star Mall	Ingram Park Mall	
Spa	Stadia	Somatic Therapies Massage Center	Patricia's Day Spa	
Gym	Gold's Gym	Spectrum Athletic Club	Lifetime Fitness	
Jeweler	James Avery Craftsman	Americus Diamond	Kay Jeweler	
Furniture Store	Ashley Furniture Homestore	Rooms to Go	Star Furniture	
Sporting Goods Store	Academy Sports and Outdoors	Bass Pro Shops Outdoor World	Dick's Sporting Goods	
Bicycle Shop	Bike World	Tri-sition Area	Ride Away Bicycles	
Electronics Store	Best Buy	Bjorn's	Radio Shack	
Spurs Players (currently on team)	Tony Parker	Tim Duncan	Manu Ginobili	
Local TV Personality	TIE: Steve Browne & Chris Marrou	Randy Beamer	Jennifer Broome	Randy Beamer and Elsa Ramon/WOAI-TV
Local Radio Personality/Team	John Lisle	Charlie Parker	TIE: Randy Carroll & Kidd Kraddick	Chris Duel and Jason Minnix/KZDC-AM
Movie Theater	Paladium 20 at the Rim	TIE: AMC Huebner Oaks 24 & Bijou Crossroads	Alamo Quarry Theatre	Alamo Drafthouse
Theme Park Ride	Superman: Krypton Coaster (Six Flag Fiesta Texas)	The Rattler (Six Flags Fiesta Texas)	The Great White (SeaWorld)	
Golf Course	La Cantera Golf Club	Brackenridge Park Golf Course	TIE: Quarry Golf Club & Republic Golf Club	Private: Cordillera Ranch; Public: The Republic
Place to Hear Live Music/Dancehall	Floore's Country Store	Gruene Hall	Cowboy's Dance Hall	TIE: Sam's Burger Joint & Casbeer's at the Church
Place for a Cold Beer	The Flying Saucer	LaTuna	MK Davis Restaurant & Bar	TIE: Freetail Brewing Co. & LaTuna
Nightclub	Cowboy's Dance Hall	Midnight Rodeo	Graham Central Station	Mulligan's
Gay/Lesbian Nightlife	Bonham Exchange	The Saint	Electric Company	The Bonham Exchange
Sports Bar	Fatso's Sports Garden	Champp's Americana	Buffalo Wild Wings	Fatso's Sports Garden
Wine Bar	Copa Wine Bar	Zinc Champagne & Wine Bar	Water 2 Wine	TIE: Bin 555 Restaurant & Wine Bar & Copa Wine Bar & Zinc Champagne Spirits Wine
Local Coffeehouse	Starbucks	Jim's Restaurant	Candlelight Coffeehouse	TIE: Olmos Perk & The Lighthouse at Olmos Park
Weekend Getaway Destination	Fredericksburg	Port Aransas	Corpus Christi	TIE: Fredericksburg & South Padre Island
Casino	Coushatta (Kinder, LA)	MGM Grand Casino (Las Vegas, NV)	Kickapoo Lucky Eagle Casino (Eagle Pass, TX)	
College/University	UTSA	Trinity University	University of the Incarnate Word	

Hospital	Methodist Healthcare	North Central Baptist	Christus Santa Rosa City Centre
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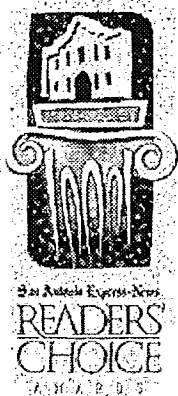
## Here they are: S.A.'s favorites

By Karen Haram- Express-News

Web Posted: 05/28/2009 4:54 CDT



Sahra Moosavi, Stephanie Dianne Campo and Shahla Moosavi display a dish at Pasha Mediterranean Grill. LELAND A. OUTZ  
Special to the Express-News



It's always fun to know where others like to go for great pizza, enchiladas, burgers and the like, but in tough economic times, knowing who serves the best food and which are the best restaurants takes on new importance.

After all, who wants to blow his or her hard-earned dollars on a dinner that's mediocre when a great place is available?

Enter the 2009 Readers' and Critics' Choice Awards, in which readers and Express-News critics name their favorite places to get everything from a chicken-fried steak and ribs to the best place to have a cold beer, watch the Spurs play or enjoy Middle Eastern food.

As in past years, some perennial favorites made the list including Rudy's Country Store and Bar-B-Q, Olive Garden, Jim's Restaurant, Alamo Café, Whataburger and Pizza Hut. But some exciting newcomers are peppered throughout the list, giving readers the chance to learn about such places as Pasha Mediterranean Grill, Kate's Frosting, Spice Rack, Brasserie Pavil, Olorosa, Coco Chocolate Lounge & Bistro and Maggiano's Little Italy.

Who voted in this year's competition? Women more than men (59 percent to 41 percent), younger readers more than older (64 percent of voters were younger than 50) and subscribers/nonsubscribers nearly equally (51 percent to 49 percent). Three-fourths of the votes were cast online at mysa.com,

rather than by paper ballot, according to the Express-News marketing department, which compiled the list of winners.

Categories garnering the most votes were burgers, pizza, Spurs player, Mexican restaurant, and shopping center/mall, with more than 60 percent of voters responding in each of those categories.

The Longtime Favorite Restaurant category was another popular category, receiving the widest variety of nominations — some 286 different restaurants were named, though in the end, DeWese's Tip Top Café took top honors with readers and Sea Island Shrimp House with critics.

Also, with the economic downturn, it's no surprise people have opinions on where to get good value. More than 250 restaurants were nominated as the best place to go when you want plenty of bang for your buck. And we received nearly 200 different ideas for places to take out-of-town guests.

Best college/university also received a wide variety of votes, though they trended toward the local schools.

By the way, if you don't agree with the geography of some of the winners in best neighborhood restaurants, don't contact us. We let the respondents' answers stand, entering their votes in the neighborhoods in which they cast them.

Don't agree with this year's winners? Don't complain, rather mark your calendar and cast your vote in our 2010 competition.

*Karen Haram is the San Antonio Express-News food editor.*

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## Food Flashes

Food Flashes focuses on what's happening in the dining community, from restaurant openings and closings, to chef changes, to heart-healthy menus to kids' specials.

### Whataburger winners

By John Griffin on Mar 16, 09 11:24 AM | [Permalink](#) | [Comments \(0\)](#)

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Whataburger had its annual WhataGames over the weekend. This is a type of burger Olympics for its employees, and a number of San Antonians came home with prizes.

The team from the store at 5760 W. Loop 1604 N. won gold. All 10 gold medal team members will receive \$5,000 each while \$500 goes to each team member back at the restaurant.

General Manager Chris Martinez says she plans to open a college savings account for her 3-month-old daughter, Mia. She already opened a college savings account for her 2-year-old daughter, Hailee, with her gold medal winnings from 2007.

The maintenance team that services the San Antonio area Whataburgers also earned gold. The members include Jimmy Gonzales, Jordan Flores and Gary Michalek.

Whataburger also presents its Thomas E. Dobson award to the top corporate general manager of each year, each of whom receives \$25,000. Because the games are held every other year, two names were announced. The winner for 2007 was Lou Corbitt, who manages the store at 2203 E. Evans Road.

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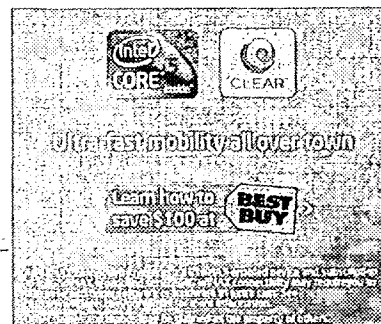
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## A Corpus Christi icon heading for S.A.

By Creighton A. Welch - Express-News  
Web Posted: 11/22/2008 12:00 CST



A Corpus Christi institution since 1950,

What a surprise.

Whataburger, the iconic burger chain that has been a Corpus Christi institution since 1950, is moving to San Antonio.

The restaurant company — with staples such as the Whatachick'n, taquitos and the plain ol' Whataburger — announced Friday that it's leaving the coastal community and moving its headquarters to the Alamo City.

"This was a very difficult and emotional decision for us. Corpus Christi, the Dobson family and Whataburger have grown together over the last 58 years and

we're immensely grateful for the city of Corpus Christi and the community here that has helped us become who we are today," Tom Dobson, Whataburger Restaurants LP chairman and CEO, said in a news release.

A testament to the chain's connection to Corpus Christi, a life-size statue of Dobson's father and restaurant founder, Harmon Dobson, stands in front of the "Whataburger by the Bay" flagship restaurant in the city.

What started as a roadside hamburger stand where you could buy a burger for a quarter has blossomed into a \$1 billion regional burger powerhouse with more than 700 locations in 10 states.

About 250 employees will be asked to make the move, which likely will begin sometime in early 2009. Whataburger has more than 21,000 employees.

For diehard Whataburger fans, the move shouldn't have any effect on getting your daily fix of Justaburgers and Honey Butter Chicken Biscuits. It will be business as usual for the company, said Pam Cox, corporate communications director.

The current headquarters in Corpus Christi will remain open indefinitely to help smooth the transition, Cox said. The company still is looking for space for the headquarters in San Antonio.

"We regret the loss of such an important landmark in Corpus Christi and will have to work hard to fill such a large void," said Joe Cisneros, vice president of existing industry for the Corpus Christi Regional Economic Development Corp., and a Whataburger fan himself. "Any time I travel, it's the first place I go when I come back."

San Antonio's proximity to the states Whataburger serves and the city's airport played a role in the company's decision.

"San Antonio is a very centrally located city to those states and we felt like it would be a good place for us to travel in and out of," Cox said. "We liked the fact that we'd be moving further inland and away from the coast and the threat of hurricanes."

This isn't the first time San Antonio has snagged a company from Corpus Christi.

H-E-B moved its headquarters to San Antonio from Corpus Christi in 1985, nine years after namesake founder Howard E. Butt died and as the company began to expand aggressively in Texas under Charles Butt.

H-E-B moved to the old downtown military buildings, dating to the 1800s, known as the Arsenal.

Corpus Christi earlier lost another headquarters to San Antonio in 1980 when Lo-Vaca Gathering Co., a natural gas distributor, was spun off from Houston-based Coastal Corp.

San Antonio won the right to become the new home to Lo-Vaca Gathering, which was renamed Valero Energy Corp., in a lawsuit settlement. San Antonio was the largest city among numerous municipalities that had sued Coastal — then headed by its notorious chairman Oscar Wyatt — for breach of contract on natural gas prices.

Business Writer David Hendricks contributed to this report.

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## **Players' road to the Astros runs through state-of-the-art, fan-friendly ballparks practically in team's own backyard**

Web Posted: 07/28/2007 2:00 CDT

For the casual fan, "player development" ranks just between explanations of the infield fly rule and debates over on-base-plus-slugging-percentage on the Dull-O-Meter.

Talk about players "down on the farm" elicits images of cattle and goats, wearing colorful, marketable uniforms and caps.

**More coverage**

If you go: The ballparks

But thanks to the unlikely combination of a failed minor-league pitcher, his Hall of Fame father and the state's first major-league franchise, the concept of "player development" — the minor leagues — has taken on a new meaning:

With shiny, new ballparks at Double-A Corpus Christi and Triple-A Round Rock leading to a new-looks-like-traditional, pot-of-gold-at-the-end-of-the-rainbow Minute Maid Park in Houston, the idea of player development has been expanded to include first-class facilities and relatively inexpensive fun for the traveling fan.

Instead of unholy triangles like Zebulon, N.C.; Albuquerque, N.M., and Miami (the Florida Marlins' Double-A, Triple-A and big-league homes), or Jacksonville, Fla., Las Vegas and Los Angeles (the Dodgers' trio) the Astros' compact higher levels make it easy for fans to see the players on their way up, down and sideways in the course of a week without ever seeing the inside of the airport.

What follows is a diary of a three-step journey. The first stop was Whataburger Field in Corpus Christi, home of the city's new Texas League team, followed by Minute Maid Park in Houston and the Dell Diamond in Round Rock, home of the state's first Triple-A team in more than 40 years:

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### **Corpus Christi: July 5**

In an area where convenience stores sell monstrous 64-ounce fountain drinks for 89 cents (the Spanish version of the foot-high cup says it is "*el asesino del sed*," literally, "the assassin of thirst"),

(Billy Calzada /  
Express-News)

**Whataburger**

an afternoon wind is a welcome guest.

"Thank goodness for that breeze," said Ken Schrom, general manager of the Corpus Christi Hooks, as a zephyr off the Corpus Christi Bay slips across Whataburger Field from right field to left, then swoops back across the infield.

**Field, home of the Double-A Corpus Christi Hooks, was built near the Corpus Christi ship channel.**

"It's been a lifesaver. No telling what it would be like otherwise."

Beastly, no doubt.

But building a ballpark that catches the breezes wasn't the toughest part of returning the Texas League to the Coastal Bend for the first time since Eisenhower was president.

It took overcoming years of inertia and negativism in a community that may have had the market cornered on inertia and negativism. Vote after vote shot down plans for an arena — and for a ballpark that could attract the Texas League back to the area for the first time since the ill-fated Giants fled town in 1959.

Enter Reid Ryan, chief executive officer of Ryan Sanders Baseball Inc., and Jay Miller, president of the Round Rock Express, the team owned by Ryan Sanders Baseball.

"(We) were just going down to Corpus Christi to try and sell an ad to the convention and visitors' bureau (in 2002)," said Ryan, a former minor-league pitcher and son of Nolan Ryan.

Instead, they met Ron Kitchens, head of the local economic development foundation, and before long, a plan for a stadium was hatched, put to the voters and approved.

"They saw what we were able to get done in Round Rock," said Ryan, who had launched the highly successful Express five years before. "We also at the time were thinking that Triple-A could work in (the Round Rock) market."

When Ryan Sanders Baseball — headed by Nolan Ryan and his longtime financial advisor and banker, Don Sanders — found a Triple-A franchise to go into the Dell Diamond, the deal was done.

"It's about time they got something like this here," said David Mason from his post high atop a grassy berm at Whataburger Field, 450 feet from home plate in right-center field.

Mason, who grew up watching the Triple-A Denver Bears, has been retired from the Navy for six years and a resident of the Coastal Bend for nine.

"I had a feeling this town would support baseball," he said.

Hooks manager Dave Clark, sitting inside a major-league-quality office under the grandstands, also has been impressed with both the fans and the facility, which sits within view of the Harbor Bridge, the USS Lexington and the Texas State Aquarium.

"Is this the best place I've ever worked? Of course," Clark said. "They tried it first with Round Rock and they made a few mistakes there, things they were able to do better here in Corpus.

"It's baseball-friendly here."

\* \* \*

That wasn't always the case — at least not integrated-baseball-friendly.

From 1921-58, the champion of the Texas League played the winner of the Southern Association in the Dixie Series, a best-of-seven financial boon for the pennant-winners.

But in the mid 1950s, the city council in Birmingham, Ala., approved an ordinance that did not allow black and white players to appear on the same field. That was no problem in the still-all-white Southern Association, but the Texas League — and the champion Corpus Christi Giants — were integrated.

The ownership of the Austin Senators, who had lost to the Giants in the Texas League championship series, had announced they would not play the Barons if its black players could not participate.

But Corpus' shaky ownership needed the money and it agreed to field an all-white team in Birmingham.

The series was dogged by rain — the third game in Corpus Christi had to be moved to Birmingham because of a tropical storm — and a series of bizarre injuries — the Giants lost their catcher when he was hit in the face with a warm-up pitch before the Barons' series-clinching victory.

It turned out to be the last Dixie Series ever played.

"That's an amazing story," said Clark, who is black. "It's amazing how far we have come in 47 years."

And how far Corpus has come.

\* \* \*

As the afternoon settles into evening, seagulls descend on Whataburger Park, milling around in the outfield like they're waiting for a train.

"I was just standing there one day, and there were seagulls eating moths all over the outfield," said Andre Ethier, an outfielder for the Midland RockHounds.

The seagulls, as they are elsewhere, are fearless and stubborn.

"You run past them and they just sort of stand there and look at you," Ethier said. "It's a little ... different."

Fans are notoriously late-arriving at Whataburger Field, most likely a factor of the afternoon heat. But the team is averaging more than 7,000 a game in a park with seats for 5,050, and they're showing up despite a team that finished last in the Texas League West Division in the first half.

The team's two legitimate position-player prospects are catcher Hector Gimenez and center fielder Josh Anderson. Pitchers Fernando Nieve (who has been promoted to Round Rock), Jason Hirsh and Mark McLemore are the only ones attracting interest from scouts.

"They're a little old," one scout observed. "All the good young players are in Class A right now."

But the fans don't care. They stood and cheered the team after a 9-8 loss to Midland on July 4, thanks in part to a four-run rally in the bottom of the ninth.

"They appreciate the fact that these guys are playing hard," broadcaster Matt Hicks said. "It's their team."

After 46 years.

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### **Houston: July 7-8**

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The highest seat in the house at Houston's Minute Maid Park is so far from the field, it's in a different climate zone than the rest of the stadium.

You can see the top of the foul pole from section 405, row 22, seat 1. The air conditioning that makes baseball possible in the Bayou City doesn't rise this far and the gap at the edge of the retractable roof lets in warm, sticky outdoor air. It takes three escalator rides and a climb of 34 steps to reach where Cameron Matthews is sitting.

"How much did I pay for these seats? Five bucks," said Matthews, a 27-year-old University of Houston student from Sugar Land. "Hey, it's in the park, and you can see all of the game pretty well from up here."

Matthews is old enough to remember the Astrodome, the world's first indoor stadium, which sits several miles and a couple of generations of stadiums away.

"They played in the Astrodome so long, they had to have air conditioning in this one, too," Matthews said. "There's no way they could play in an open stadium — at least one open all the time — anymore."

Even with the retractable roof, which doesn't retract much for games between May and September, Minute Maid Park has the feel of an old, intimate ballpark — like its little brothers in Round Rock and Corpus Christi.

Most of the seats are angled toward home plate. Many are close enough to the game to allow fans to hear the umpires' calls, the third-base coach's warnings to runners at second and the occasionally blue language of argumentative ballplayers.

And even if you're sitting in the upper climate zones, you still can at least see the players thanks to the video screen in center field. During one of the breaks between innings, it features a pseudo-interview called "60 Seconds With ..." in which one player asks another a series of this-or-that questions.

The running joke in all the segments is Roger Clemens' declarations about his intentions for next season: "Is

Roger not coming back? 100 percent sure or 99.9 percent sure?"

Most of the players giggle and say 99.9 percent, which is what Clemens said last year before signing for \$18 million for this season. Recently, fans got it from the Rocket's mouth, as he was answering questions for buddy Andy Pettitte:

"It depends on Andy Pettitte's progress," a grinning Clemens said in response. "Probably 99.9 percent."

His answer produced one of the bigger cheers of the night.

\* \* \*

For fans looking at a future beyond Clemens, there is hope among the younger Astros. All-Star pitcher Roy Oswalt came up through the farm system and he has no doubt there will be plenty where he came from.

"Round Rock is a great situation," Oswalt said. "They treat you like major-leaguers there, not like kids. They know what players want and what they need and they get you ready."

Oswalt, who was called up to the Express for one game in 2000 and wound up staying the rest of the season, said the big crowds at the Dell Diamond every night also play a big part in a player's preparations for the majors.

"I found the biggest thing you had to adapt to in the big leagues was the atmosphere at the park," he said. "There's so much energy and you're not going to be ready for it if you're playing in front of 2,000 or less in the minors.

"They have 10,000 every night and a crowd that size can take a pitcher out of his game or help him along."

### Round Rock: July 9

Mike Capps is convinced that he can tell a difference between Double-A and Triple-A baseball.

The radio voice of the Round Rock Express, who stands throughout games and refers to notes tacked on a bulletin board at eye level, watches a bouncing ball up the middle gobbled up and fired to first for a routine out.

"I don't think guys at Double-A make that play," said Capps, neglecting to mention that the shortstop, Round Rock's Danny Klassen, played in the Double-A Texas League eight years ago and has appeared in a total of 85 big-league games since.

Still, Capps might have a point. Express manager Jackie Moore,

(Billy  
Calzada /  
Express-  
News)

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who got a promotion to Triple-A by staying with Round Rock this season, can tell a difference in the overall level of play.

"The tempo here is a lot faster, and I don't think guys realize that," said Moore, who has managed in the majors but never at Triple-A. "Balls hit up the middle that were hits in the Texas League are outs here and balls that were hits in the outfield get run down a lot more."

The lifestyle is different, too. The Express wrapped up a recent road trip at the Iowa Cubs on a Thursday night, then had a 3:30 a.m. wake-up call for a flight back to Texas the next morning.

The weary players made it back to town, but their equipment didn't — at least not in time for their game the next day. It started an hour late, prompting what one longtime observer of the team said was the first real grumbling he had heard from Round Rock fans.

\* \* \*

Still, they are turning out like always. The Express are averaging slightly more than 9,700 a game, third in the Pacific Coast League and almost 2,000 a game more than fourth-place Albuquerque.

They're coming despite the fact that the team is decidedly mediocre, struggling to stay close to .500 without many of the organization's top prospects.

"We have some older guys there, sure," said Astros general manager Tim Purpura, who noted that the club's top young players were in Class A this season. "But we're going to have the kinds of guys there who play hard every night and give the fans a good effort."

Among them: Corpus Christi baseball legend Brooks Kieschnick, who has reprised his role as a pinch hitter/relief pitcher for the Hooks and now the Express this season after two years with the Milwaukee Brewers.

Kieschnick, a former Texas Longhorns star, is one of the few players to own a share of two of the teams he represented — he bought a small part of Ryan Sanders Baseball last year — and is the only one to have a part of the ballpark named for him. The covered picnic area at Whataburger Field is called "Kieschnick's Korner," thanks in part to his long friendship with Reid Ryan.

"Nobody I grew up with ever could have imagined anything like that happening in Corpus Christi," said Kieschnick, referring to the entire project and not just his corner of it.

He also never could have imagined playing at two such luxurious places in the minors.

"If you're going to be at Triple-A, this is as good a setup as you could have," he said. "Everything is first-class."

\* \* \*

That was Reid Ryan's plan from the first day.



His minor-league career fizzled out, Ryan was working in television production in the Dallas area in 1997 and wasn't real happy about it.

But one night at a Texas Rangers game, it suddenly came to him — what he really wanted to do was run a minor-league team, preferably in the biggest market in the country without minor-league baseball, Austin.

"I came home and woke up my wife and told her about it, and she said 'OK' and went back to sleep," Ryan said.

He began scouting for investors, which was fairly easy — his father and Sanders. He scouted locations, finally settling on Round Rock. He found a Texas League team for sale, the Jackson (Miss.) Generals.

In the spring of 2000, life changed forever in the Texas League. The Express set the league's single-season attendance record by almost 250,000 in 2000. And then set another record. And another. And another.

Last year, the Express left the Texas League with a record attendance of 689,286. This spring, they became the state's first Triple-A team since the Dallas-Fort Worth Rangers in 1962.

In the process, Round Rock gave the Astros the chance to have its two top farm clubs handy.

"This winter, we're going to make a video showing Corpus Christi and Round Rock as a recruiting tool for guys we draft and sign," Purpura said. "We want to say 'This is what you're shooting for on the way to Minute Maid.'"

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*dking@express-news.net*

photos by BILLY CALZADA/STAFF

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## **Food Flashes**

Web Posted: 05/01/2007 2:00 CDT

### **Next year?**

Bruce Auden got passed by again.

The chef at Biga on the Banks, 203 S. St. Mary's St., has been nominated five times for the James Beard Foundations award for best chef in the Southwest, and once again the award went to someone else.

This year's winner was Mark Kiffin of the Compound in Santa Fe, N.M.

"I'm glad I didn't go" to the awards banquet, Auden said Monday when he heard the news while overseeing the dinner service at his restaurant. Still, he appreciated the nomination, because it brings in business from food lovers everywhere.

After five years, he still seemed slightly awed by the whole process, too. "They only nominate five people," he said, "so there have to be many good people who are left out. It's great" to be among the five.

### **Big winners**

Competition was fierce, but in the end 20 San Antonians beat out other Whataburger employees — a field of 15,000 — to win both the gold and bronze medals in the company's WhataGames competition.

In finals held last weekend in Austin during the restaurant's national convention, gold medal winners from the Whataburger store at Bandera Road and Loop 1604 each took home \$5,000. Bronze medalists, from the store at 2202 Evans Road each took home \$1,000. They were welcomed home at a gala event here Wednesday. An Austin store won the silver medal, making this year's WhataGames a sweep for Texas.

Two of the San Antonio contestants put a special Mother's Day twist on the story.

Gold medalist Serena Gomez, who is pregnant, had to be hospitalized during the competition and was replaced by another team member. She is fine and back at work, said spokesman Suzanne Miller on Wednesday. Whataburger will award her, and her team replacement, with the \$5,000 prize.

Meanwhile, gold medalist Sol Maria Vasquez will be flying her sister home from Puerto Rico this weekend to be with their mother.

Sixteen stores from six states competed in the finals. These were chosen over four months of random tests at Whataburger restaurants that judged them on a variety of company procedures and standards.

### **Eat for a Cause**

Blue Cactus Café, 13525 Wetmore Road, is hosting a benefit for the Family Service Association at 6:30 p.m. Monday.

The Eat for a Cause dinner includes a buffet of brisket, chicken, potato salad, coleslaw, beans, bread pickles, onions, and soda or tea. The cost is \$12 for adults and \$7 for children 12 and younger.

The restaurant will donate \$2 of every buffet purchase and \$7 for every beer or wine purchase to the group, which provides support services for children at risk.

Call (210) 490-7330 for information.

### **Seis de Mayo**

Cinco de Mayo may have happened yesterday, but that doesn't mean the party has stopped. Chef Mark Miller is at the Westin La Cantera, 16641 La Cantera Parkway, for a hacienda-style fiesta at 5 tonight.

Food stands will be set up around the hotel's Plaza San Saba, so people can sample from an extensive menu that includes aguas frescas, seviches, salpicon, shrimp tostadas, guacamoles, wild mushroom and Oaxaca cheese empanadas, sweet corn tamales, guajillo chicken tinga tamales, spicy carnitas tacos, achiote and cascabel rubbed pork loin with red mole, fig and epazote crusted leg of lamb and assorted desserts.

The cost is \$30 a person and includes one margarita or mojito. A cash bar is also available.

For information, call (210) 558-6500.

### **Edmeades dinner**

The Cowboy Steak House, 416 Main St., Kerrville, will host Van Williamson of Edmeades at a dinner, 6:30 p.m. Tuesday.

The winemaker from Mendocino County, Calif., has earned a reputation for his old vines zinfandel, but he also produces chardonnay, petite sirah and pinot noir. His wines will be matched with a special steakhouse menu.

The dinner costs \$75 a person plus tax and tip. Call (830) 896-5688 for reservations.

### **Turkish cuisine**

Turquoise Grill has opened at 11220 Perrin Beitel, where Soprano Italian Restaurant used to be.

The restaurant specializes in Turkish and Mediterranean food, says Tamer Ravent, one of the owners.

Appetizers include hummus, tabbouleh, three different types of eggplant salad and various soups.

Entrées include various kebabs, including iskander and doner, which are Turkey's version of the Greek gyro, he says. Lamb and chicken are also featured.

Four desserts are also featured: baklava, kadayif made with shredded wheat, a milk pudding and a rice pudding.

Turquoise Grill is open daily for lunch and dinner. Call (210) 946-3070 for information.

### **Cool Café opens**

Cool Café Pasta & Crêpes has opened at 12561 Vance Jackson.

~~The restaurant offers an array of Mediterranean fare from Italy, France and the Middle East, says manager Shawn Red. The menu also features plenty of vegetarian options.~~

After 8 p.m., the hookahs are lit, and customers can choose from 12 different tobaccos.

Cool Café is open from 9 a.m. to 11 p.m. Sunday-Wednesday, with the kitchen closing at 10 p.m. and from 9 a.m. to 2 a.m. Thursday-Saturday, with the kitchen closing at midnight.

Call (210) 877-5001 for information.

### **Free food**

A new, free-standing Chick-fil-A restaurant will open Thursday at 6565 Ingram Road. To celebrate, the restaurant is giving away a one-year supply of free Chick-fil-A combo meals (52 coupons) to the first 100 adults over the age of 18 in line by 6 that morning.

### **Eipstein opens**

Eipstein Bagels & Burgers has opened at 1203 N. Loop 1604 W. in the Vineyard Shopping Center.

The menu includes, as the name implies, bagels baked hourly and burgers, plus pastries and specialty coffees.

Breakfast items, fries, wraps and salads fill out the menu.

Eipstein also caters breakfasts and lunches.

It is open from 6 a.m. to 9 p.m. Monday-Friday and from 7 a.m. to 9 p.m. Saturday-Sunday.

Call (210) 479-7477 for information.

**New hours**

Trinity Café, 128 W. Theissen St., Boerne, has new hours.

The restaurant, which offers a host of seafood and steak selections, is now open 11 a.m.-3 p.m. Tuesday-Saturday; 5-9 p.m. Friday-Saturday; and 11 a.m.-2 p.m. Sunday for brunch.

For more information, call (830) 249-3715.

**Homemade tortillas**

Lulu's Bakery & Café, 918 N. Main, now offers flour tortillas made from scratch every day to go with the selection of breakfast tacos and more.

Call (210) 222-9422.

**Steakhouse Selects**

T.G.I. Friday's has introduced a new line of steaks called Steakhouse Selects.

A 10-ounce Sirloin, an 8-ounce Flatiron Steak, a 12-ounce New York strip and a 14-ounce rib-eye make up the menu. Each is available with one of three savory butter sauces (Wild Mushroom, Lively Burgundy and Roasted Pepper) and choice of five side dishes.

T.G.I. Friday's is at 8363 Agora Parkway and 12790 I-10 W.

**Brownie Batter back**

Dairy Queen is bringing back an old favorite, Brownie Batter, as the featured Blizzard for the month of May.

**A big burger**

Hard Rock Café has introduced the Legendary Burger, a 10-ounce patty made from Certified Angus Beef. It comes topped with bacon, cheese, lettuce, tomato and an onion ring and is served on a bun made with Guinness Stout.

Hard Rock Café is at 111 W. Crockett St.

**New Marble Slabs**

New Marble Slab Creameries have opened in Ingram Park Mall at the entrance to the food court and at Rolling Oaks Mall near the main entrance.

**Closed**

The Clear Springs Café at 6030 Bandera Road has closed. The store at 606 Afton Oaks remains open.

*John Griffin and Bonnie Walker*

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*If you have restaurant news, fax (210) 250-3405 or e-mail [jgriffin@express-news.net](mailto:jgriffin@express-news.net). Deadline is noon Friday for the following Friday's edition.*

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# Whataburger's new home

Staff -

Web Posted: 08/05/2009 8:18 CDT



Whataburger's new corporate headquarters at U.S. 281 and Jones Maltsberger Road got some finishing touches Wednesday when Keller Custom Signs workers Angelo Grizzaffi (right), Paul Boyd and Roger Puentes (top) installed the company's new sign.

The burger chain decided in November to relocate from Corpus Christi.

**Find this article at:**

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## This is not your usual lemonade stand

By Ariel Barkhurst - Express-News

Web Posted: 05/03/2010 12:00 CDT



Six-year-old lemonade stand operator Christopher Binder speaks with Sara Brouillard (left) at the Whataburger restaurant at 3239 Southeast Military Drive on May 2. John Davenport/Express-News

When Christopher Binder heard about national Lemonade Day from his father, he didn't have to think for one second before he proclaimed that his lemonade stand on May 2 would raise money for research on Parkinson's disease — though he didn't exactly use those words.

"He said he wanted to 'help fix mommy's shaking,'" said Christopher's mother, Judy Binder, who was diagnosed with Parkinson's disease in August 2008 at the age of 38. "That's always his thing, helping with mommy's shaking. He will hold me, like he'll hold my shoulders, if I'm shaking when I'm talking to him."

Christopher, who lets everyone know he's 6 and one-half years old, set up his stand with the help of both his parents and a few family friends about 10 a.m. Sunday outside the Whataburger where his father is the general manager.

For a few hours he was a diligent salesman, offering a cup of half-homemade, half-powder-made lemonade to every person who crossed the Whataburger parking lot.

By noon, he had sold over 100 beverages at \$1 a piece and was beginning to celebrate by running around the parking lot in an apron and a nametag that read, "Special."

"I have a secret recipe," he told the group of people surrounding his mother. "I put pizza in it!" he said with a mischievous grin.

Christopher's stand was one of about 3,000 set up Sunday as part of San Antonio's Lemonade Day, a national event created by Prepared 4 Life, a children's programming organization. Each participating kid gets a kit of information from Prepared 4 Life to help them make a lemonade stand and learn from the experience.

San Antonio partners participating in the event included Big Brothers Big Sisters, Communities in Schools, Girls Inc. and the Girl Scouts. Funding partners included Santikos Theaters, Frost Bank, Northside Ford and Whataburger.

At day's end, Christopher had raised \$311, a large amount compared to the little he and his family spent on a few batches of powdered lemonade and a few bags of real lemons to add authenticity (and the pizza, of course).

"I learned that people don't come sometimes," Christopher said about halfway through his experience as a lemonade salesman and a fundraiser for the Michael J. Fox Foundation. "Sometimes they say no."

However, Christopher said he learned something else, too.

"Other people give me tips, though," he said, grinning.

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## Whataburger adapting to handle shifting tastes

By Vicki Vaughan - Express-News

Web Posted: 11/11/2009 12:00 CST



Preston Atkinson, president of Whataburger, is ready for drive-thru at its location at 281 North and Rector Street. The chain will offer healthier choices and stop using trans fat for cooking starting Jan. 1. JENNIFER WHITNEY/jwhitney@express-news.net

Whataburger's top brass had been considering moving the company's headquarters out of Corpus Christi for some time when Hurricane Ike ravaged Galveston and the upper Texas coast.

"We realized staying put wasn't something we could risk again," Whataburger President Preston Atkinson said in a recent interview.

Whataburger, founded in 1950, already had its crisis management system and team set up in San Antonio, and "they had to be prepared when a storm approached."

So, San Antonio was a logical choice for the move. Whataburger, the nation's eighth largest quick-service burger chain, completed its move to the Alamo City last summer, checking into a sleek building at Jones-Maltsberger Road and U.S. 281 that had been refiner Tesoro Corp.'s headquarters before it built a new one.

"Hiring has gone well, and it has brought some jobs to San Antonio," Atkinson said. "People are fitting well into our culture."

Atkinson once headed his own construction firm and built Whataburger restaurants in Texas before joining the company. He was named president in 2006.

"I had a small company and got to be part of a big company, and it has been great."

Still, it's not an easy time to be in the restaurant business, as the slumping economy has put a damper on

Americans' love of eating out.

While Atkinson expects hamburgers to remain at the top for dining out, "I see the consumer changing. All of us in the restaurant business are trying to understand this generation and what they want."

Whataburger continues to make changes to accommodate shifting tastes. Starting Jan. 1, none of the chain's items will be cooked in trans fat and diners will be able to order a side salad in place of fries.

At present, diners can order a Whataburger on a wheat bun and request no oil on the bread, and the stores also offer a grilled chicken sandwich, a grilled chicken salad and garden salad.

"If you want double meat, double cheese, we're more than happy to give you that," Atkinson said. "But we also want to offer choices."

This year few restaurant chains have been immune to the recession's effects. Even giant McDonald's U.S. same-store sales were flat in October, according to Standard & Poor's.

And Zacks Investment Research said this week that fast-food chains have launched a "discount war" that's affecting the bottom line. However, Zacks said quick-service chains are faring better than casual dining restaurants that include Red Robin Gourmet Burgers Inc., which has stores in San Antonio.

Whataburger is a privately held company and doesn't disclose sales figures, but Atkinson said the company's average check "is down a bit. People are being very selective, and they aren't dining out as often."

Whataburger has really felt the effects of a shaky economy in states where unemployment is higher than in Texas. "Unemployment in the double digits really hurts," Atkinson said, "no matter what business you're in."

Atkinson expects 2010 to be another challenging year, but he's hoping that by year's end "consumers will gain stability and be more comfortable."

Whataburger plans to grow within its territory, which stretches from Florida to Arizona. The company has 700 stores — 500 in Texas and 60 in San Antonio. Besides Texas, Whataburger has restaurants in Arizona, New Mexico, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia and Florida.

"We'll stay within our 10-state territory," Atkinson said, "and try to get more market share."

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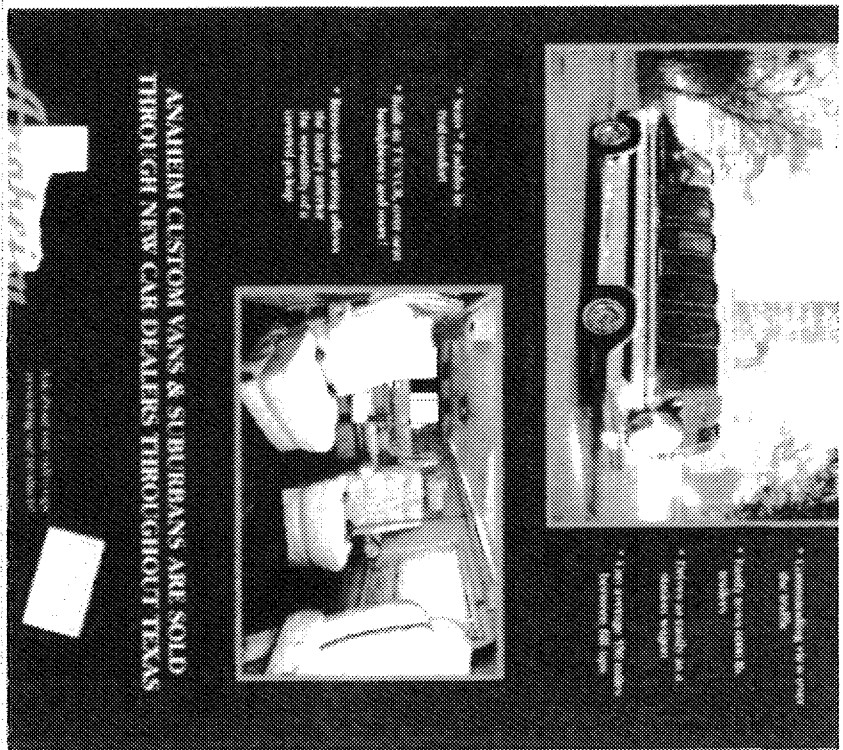
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# Google books Whatachick'n

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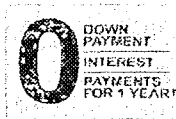


It's Texas, presumably, you're the boss. Texas' economic slump has radically changed the character of Ballard's business. Once Ballard's projects ran to major real estate developments, such as Southland's massive Cityplace. Now he handles three times as many smaller naming projects, among them lots of small proprietorships like Fort Worth's Sweet Shop, rechristened 1919 Fine Chocolates. Ballard likes the latitude of working with small clients. With fewer layers of bureaucracy, they're freer to choose the kind of distinctive names he favors in his heart of hearts. "What I want ideally in every job is a Toys 'R Us, something nobody's ever thought about before, a name that will go before the client like a hammer," he says. Of course, clients don't always want such names. Some want to blend in with everyone else or to stick with a proven formula. Thus Whatachick'n may reject such Ballardian blandishments as Chickadee or W. B. Chicken or Bird in the Hand in favor of Whatachick'n when labeling a new sandwich. Still, considering his emphasis on the creative process, a surprising number of Ballard-generated names have a same-old, same-old sound. I mean, can we talk? Chase Oaks, Stonegate, Vista Ridge, Metrolcel, PROcents—not exactly thrilling.

Any disappointments Ballard may feel—and he hastens to say that he's more than prepared to see his pet names die—are salvaged by stockpiling unused gems for future use. His private oftentimes aren't

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## New adult learning center focuses on illiteracy problem

VIVIENNE HEINES Staff

TUE 08/25/1987 HOUSTON CHRONICLE, Section Lifestyle, Page 4, 2 STAR Edition

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Jon Hauelsen, 39, has spent recent weeks getting to know people like legendary frontiersman Daniel Boone and race car champion A.J. Foyt. And without leaving his wheelchair. Hauelsen, who has been paralyzed since a car wreck 15 years ago, is overcoming functional illiteracy through an adult literacy program. Before his tutoring eight months ago, Hauelsen's mother came twice a week to read his mail. Today, he's reading at a sixth-grade level and goes through his own mail, the newspaper sports section and a world of fiction that he'd always longed to enter.

"It was time for me to learn because my mother won't be around forever to read for me. Plus, there were books I wanted to read,"

Hauelsen said. For example, he always wanted to read the classic "Old Yeller" - a book that he never read when his peers were reading it because of an accident he had while he was in elementary school.

"I like adventure stories. It's a way to escape from the chair and dream," he added.

The Texas Education Agency estimates that 522,000 Houston adults are like Hauelsen - unable to fill out job applications, understand the label on a medicine bottle or comprehend the articles in the daily newspaper. In an effort to help these adults learn to read, a new adult learning center will open Sept. 10 in north Houston.

The center, supported by Whataburger Inc. and a grant from the Texas Education Agency, will be located at 216 W. Little York Road near Interstate 45.

Jerald Parten, regional manager for Whataburger Inc., says the company became involved because it was concerned about the rising illiteracy level in the United States.

"There are over 20 million adults in America who cannot read or write well enough to fill out a job application," he said.

The READ (Reading, Education And Development) Council will coordinate the center, recruiting students and volunteers from the north Houston area.

The north-side location was chosen because many adults in the area have requested tutoring, says Ellie Collier, executive director of the READ Council. Volunteers are needed - so far, 50 volunteer tutors have signed up for classes but at least another 50 are needed.

Tutor training will be provided by one of five groups - Assault on Illiteracy, Houston Community College, Literacy Advance, Literacy Volunteers of America and HEART (Houston Educational Association for Reading and Training).

After training, tutors are matched with students according to ZIP code. Success often depends on the proximity of student and tutor, since convenience enhances the learning process, Collier says.

Tutors must be at least 18 years old. They work with the student in one-on-one sessions that generally last one to 1 1/2 hours and are held twice a week. The Whataburger Learning Center will be used as a training center and will also be available for tutoring sessions, Collier says.

Dr. Ali Khansari of Houston Community College, who conducts training classes for volunteer tutors, says that tutors learn four basic reading techniques as well as how to empathize with the adult student. Training for tutors generally lasts nine to 12 hours and can be spread over two or three days.

"We used to have 80 percent retirees as volunteers - now it's 50-50 with younger, professional people volunteering," Khansari said.

Many of the adult students never learned to read for a variety of reasons, including learning problems, vision difficulties or a disruptive home environment, Collier says.

"There are as many different reasons for not being able to read as there are people," she said.

A car wreck interrupted Hauelsen's education when he was 11 years old. When he returned to school, he was a grade behind his classmates. He says it was easy to use his injury as an excuse not to do his lessons.

"Then when I was in high school, some girl always did my work for me," he said. Another accident, at age 24, left him partially paralyzed. His reading skill stayed at a second-grade level - until he began receiving literacy tutoring.

These days, he spends a lot of time reading - and he doesn't have any plans to slow down.

"I've got much more to do. I plan on reading book after book, every day - reading and writing," he said.

Collier hopes the center will inspire other neighborhood illiteracy centers and more corporate involvement.

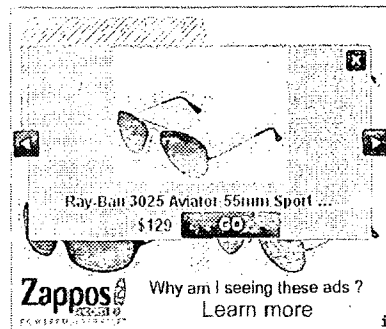
"We see this as really filling a need in that part of town, and we want it to be successful for that reason. But we also hope that if it's successful, other companies will get involved," Collier said.

For more information about the illiteracy center, call Collier at 522-7323.

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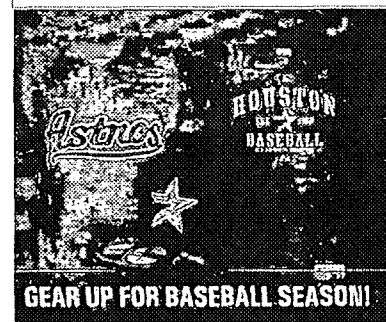
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## Brian Brown of Plano: Sports anchor makes a good call

12:00 AM CST on Sunday, February 21, 2010

**Brian Brown is a senior at Plano West Senior High School and a Student Voices volunteer columnist. To respond to this column, send an e-mail to [voices@dallasnews.com](mailto:voices@dallasnews.com).**

Last weekend, there were more high-profile people concentrated in the city of Dallas than anywhere else in the world. I saw Shaq at a Whataburger. Really.

It was around midnight, and he had a uniformed security guard, a bodyguard in street clothes and a handler to quickly shoo every inquiry about a picture or an autograph. He wasn't to be bothered, and as he left, he gave the crowd at the burger joint a courtesy nod as he and his crew piled into their car and drove off.

It was a surreal experience all around. But at the same time, while he may play basketball for a living, and he's joined the ranks of the rich and famous, this experience made me realize he's become too good for the rest of us.

Some people (including the celebrities themselves) consider these high-profile stars as untouchable. They are so much better people than the rest of society that they don't want anything to do with real people.

I used to put all celebrities up on that pedestal, until one day in middle school. I always wanted to be a journalist after I realized I couldn't become a professional athlete. I told myself I was going to be on ESPN's SportsCenter one day.

I watched the episodes over and over each morning, and soon enough I knew each and every anchor's name, their mannerisms, their catch phrases, everything. This is what I wanted to do with my life. I was sure of it.

I had to do a career project in eighth grade. It wasn't hard, and nothing within the rules of the project scared me. Except for the interview. For this project we had to interview someone with the career we chose. This seemed impossible.

See, for me, these journalists are A-list celebrities. They are my role models.

I e-mailed my interview questions and contact information to a few of my favorite anchors and crossed my fingers for about five minutes. Because it only took that long for the phone to ring.

The caller ID read, "ESPN." My heart skipped a beat.

I answered the phone, and the man introduced himself. But I already knew by the sound of his voice that it was Neil Everett, the nightly anchor on SportsCenter.



Not only did he answer each and every one of my questions thoroughly, he's never been hesitant to help out numerous times during my journalistic career since that day in eighth grade.

Needless to say, I got a 100 on the project. But that's not what was important. What was important was that this man, whom I had never met before in my life, took the time to call some kid out of the blue to help him with a silly project. Even four years later, I still remember my hands shaking, trying to hold the phone still.

His influence on me has been life-changing. He's given me confidence in myself as well as in my writing. He's made a life goal of mine seem somewhat attainable, simply because he picked up the phone and called.

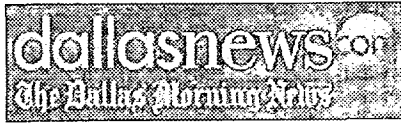
He didn't have to fly me out to ESPN for tour or sign any autograph. He just gave me some of his time. But that's more than enough to keep me going and to keep me working toward making my dreams a reality.

Now, Neil Everett may not be a household name for some. Nor is he on everyone's A-list. But, at the same time, each and every celebrity out there can take a page out of Mr. Everett's book.

It doesn't take much to change someone's life.

Brian Brown is a senior at Plano West Senior High School and a Student Voices volunteer columnist. To respond to this column, send an e-mail to [voices@dallasnews.com](mailto:voices@dallasnews.com).

*Student*



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## Watauga Whataburger takes bronze in burger competition

09:29 PM CDT on Monday, March 9, 2009

By KAREN ROBINSON-JACOBS / The Dallas Morning News  
[krobinson@dallasnews](mailto:krobinson@dallasnews)

A third-place finish was strong enough to net workers at a Watauga Whataburger more than \$12,000 in prize money in the company's weekend WhataGames.

The bronze-medal showing earned the 10 employees who competed in the games \$1,000 each. They also picked up \$2,100, to be shared by the restaurant's other 21 workers, a spokeswoman for the company said Monday.

Sixteen Whataburger restaurants competed for more than \$140,000 in prize money. The "athletes" were tested on things like burger-making skills and Whataburger trivia.

So what's Courtney McCracken, a 29-year-old single mom from Fort Worth who was the Watauga team captain, going to do with her winnings?

"Disney World Baby! I'm taking my son to Disney World," said McCracken of her 4-year-old. "Just me and him. I know \$1,000 may not seem like a lot to some people, but it is to me and it will really help me with the trip to Disney World."

Web posted Sunday, July 12, 1998 7:58 a.m. CT

## Chain hopes new burger takes bite of market share

By DAVID BOWSER

Globe-News Correspondent  
MAX ALBRIGHT

Globe-News Business Editor

Hungry customers will spend about \$241 million at Amarillo metro area restaurants during 1998, according to a forecast by the Texas Restaurant Association.

Hamburgers may account for 17.6 percent, or \$42.34 million, of Amarillo sales.

Whataburger hopes its new "Thick & Hearty Burger," which comes topped with A.1. steak sauce, will chomp into that market share this summer.

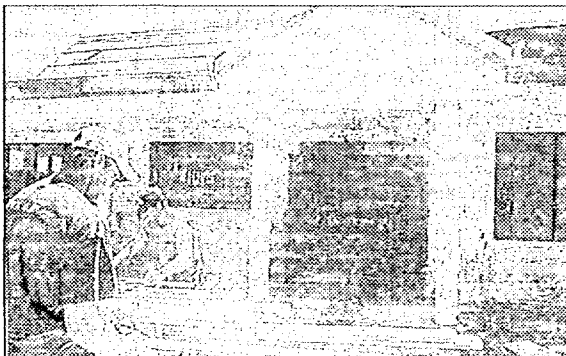
Through Aug. 23, the new burger will be offered only in Texas, New Mexico, Louisiana and in the country of Mexico.

The burger, test-marketed in Houston, comes in half or quarter pound-sizes with grilled onions, cheese, bacon slices - and A.1. sauce.

"One of the big benefits of being a family-owned organization is that we're very mobile and able to adapt quickly to our customers' interests and tastes," Tim Taft, senior vice president of growth at the Corpus Christi-based Whataburger Inc. chain, said in a prepared statement.

"We went from concept to test market to full rollout in less than six months."

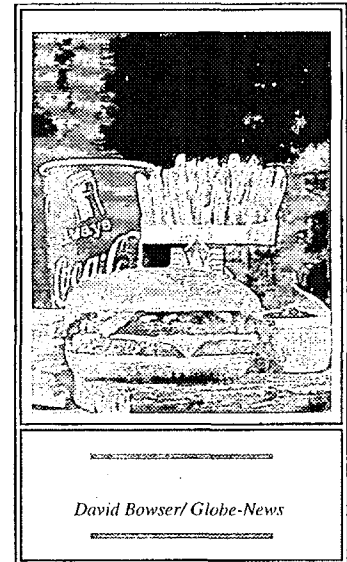
Nabisco owns the A.1. sauce brand.



"For Whataburger and Nabisco, it's an opportunity to cross-promote two quality brands," said Stuart Myers, Whataburger's vice president of marketing.

In a separate but similar promotion, Kikkoman Teriyaki sauce has teamed up with Amarillo's Beef Burger Barrel, 3102 Plains Blvd., for a national magazine advertising campaign. The round restaurant is not part of a chain.

The Whataburger chain generates about \$550 million in



David Bowser/ Globe-News

**Vernon Jacks, blue cap, and Eric Woodring, white cap, work on the new Whataburger near 45th Avenue and Western Street. The old Whataburger at the site was torn down. Two restaurants, on Georgia and Coulter streets, have already been remodeled.(David Boswer/Globe-News)**

revenues annually with more than 520 restaurants in seven states and Mexico.

Founded April 19, 1950, by Harmon A. Dobson, the first restaurant served a basic menu of Whataburgers, cold drinks and potato chips. The early stands were

large wooden box-like structures with a working area of about 10 by 23 feet. The first one in Corpus Christi was a portable building.

Today's Whataburger burger is made much the same as the original: a grilled quarter-pound patty of beef served on a 5-inch bun with lettuce, three sliced tomatoes, four dill pickles, chopped onions, mustard, salad dressing or ketchup.

The Dobson family still owns Whataburger. Grace Dobson, spouse of the late founder, serves as chairman of the board.

Overall, burger restaurants in Amarillo usually come in second in sales compared to restaurants serving a variety of all-American food. That trend likely will happen again this year. According to the Texas Restaurant Association's 1998 Amarillo forecast:

1. American variety, 20.7 percent share, with \$49.99 million in sales;
2. Hamburgers, 17.6 percent, \$42.34 million;
3. Tex-Mex, 11.2 percent, \$26.92 million;
4. Pizza, 6.9 percent, \$16.55 million; and
5. Steakhouses, 6.2 percent, \$14.90 million.

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Webmaster

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Web-posted Wednesday, November 5, 2003


Web posted **Tuesday, May 21, 2002**  
5:17 a.m. CT

## Business Briefs

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**Tess Walters of Investment Centers of America** will present "Organizing Your Finances" at 6 p.m. today at the Amarillo Club. Jean Holsenbeck and Jeri Brown of Decorating Den Interiors will also be on the program with "Organizing Your Home." Call 374-8865 for reservations.

**Nation's Restaurant News** has named Whataburger Inc. as its "Hot Concepts! Hot! Again" award for increasing same-store sales by 42 percent over the past seven years after enduring a slump during the early 1990s. The award will be presented Wednesday to Whataburger Chief Executive Tom Dobson and President Tim Taft at a trade show in Chicago.

**Kmart Corporation** announced Monday the appointment of James Mixon as senior vice president of logistics. Mixon will report to Julian Day, Kmart president and chief operating officer.

Mixon, a 30-year supply chain veteran, will oversee Kmart's Distribution Center Network, International and Domestic Transportation and Logistics Planning and Operations.

Mixon has held posts at Best Buy Stores, Marshalls, Wal-Mart and Target. Mixon was senior vice president, logistics for Kmart from 1997 until October of 2000 and rejoins Kmart from The Return Exchange in Irvine, Calif.

**ExpressJet Holdings** has added the 150th Embraer regional jet to the Continental Express operating fleet, which will be an all-jet fleet by the first quarter of 2003. Continental Express now operates 171 planes, including 21 turboprop aircraft. It has firm orders for 1224 Embraer regional jets and is scheduled to take delivery of four aircraft a month for the next three years.

**Cygnus Expositions of Minnesota** has named Ken Romeo as vice president of operations, with responsibility for operations management of 14 annual trade shows, including the Amarillo Farm and Ranch Show. Romeo had been show director of Hall-Erickson Inc. and The Aberdeen Group, where he managed multiple events.

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1598. **Fort Worth Star-Telegram (TX)** - March 29, 2006 - B1 Metro

### Happy customer, Whataburger workers, diners help regular celebrate her 96th birthday with cake and good wishes

FORT WORTH —Reata Smith starts every day at Whataburger, often with biscuits and gravy. But on Tuesday —her 96th birthday —she had cake. Joining her was a roomful of regulars at the East Lancaster Avenue restaurant, as well as Whataburger managers who have seen Smith on her visits for breakfast and dinner for more than a decade. From her spot in a corner booth, "Smitty" has become a fixture of the neighborhood. ...

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1589. **Fort Worth Star-Telegram** - December 27, 1997 - 11 SPORTS

### Whataburger Tournament Annual event has acquired national recognition

FORT WORTH -- Cleburne coach Jeff Cody remembers when the Whataburger tournament consisted of a single field of eight basketball teams playing at Billingsley Field House. Cody, in his 26th season of coaching at Cleburne, was a member of the Brewer team that participated in that inaugural basketball tournament 40 years ago won by Bowie. "We wore the cloth Converse Chuck

Taylor's back when I played in the tournament," said Cody, reflecting back to a time long...

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1581. **Fort Worth Star-Telegram (TX)** - December 26, 2002 - 1 Sports

**What a tourney Whataburger matchups give area basketball fans the perfect holiday present**

Christmas Day is over. But for hoopheads, the most wonderful time of the year starts today: Whataburger Basketball Tournament time. The Star-Telegram serves as your guide to the best first-round games at the three tournament sites. 1. Fill the tank. It's about a 25-mile trip from Haltom City to Burleson. You'll get to know that drive very well over the next three days. 2. Bring your Christmas money. A...

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1545. **Fort Worth Star-Telegram (TX)** - August 23, 2000 - 4 FOOD

**Whataburger, what a life Homegrown hamburger chain celebrates 50 years**

This month marks the 50th anniversary of Whataburger, and because the company would like a little publicity about the event, it might be possible to wrestle from it just what kind of deal founder Harmon Dobson made for all those orange-and-white striped A-frame buildings. And, why did he call the company what he did - Whataburger? I'm not saying all those buildings were ugly, and I know that the newer ones aren't really A-frames. They just have that A-frame...

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1531. **Fort Worth Star-Telegram (TX)** - December 27, 2004 - 12D Sports

**HOLIDAY HOOPLA BOYS: Dunbar's sluggish start means Whataburger is loaded with options**

Tournament favorites Whataburger Tournament With two-time defending champion Dunbar off to a slow start, the Orange Division is wide open and the out-of-state teams could have a say. Phoenix Browne has a Division I backcourt combination and Corona (Calif.) Centennial has a Stanford signee in its backcourt. And don't forget about defending Alaska state champion West Anchorage. Dallas Jesuit, Hebron and Crowley are strong White Division teams, while...

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1525. **Fort Worth Star-Telegram** - February 3, 1999 - 2 BUSINESS

**Slow sales close downtown Whataburger Sundance Square developers will rethink strategy for the block.**

Fast-food chain Whataburger has closed its restaurant at Fourth and Houston streets in a busy section of Sundance Square in downtown Fort Worth, apparently

because of slow sales. Roland Mackie, Sundance Square general manager, said Whataburger executives approached him in the fourth quarter and asked to be let out of the store's lease, seven months ahead of its August expiration. The executives told Sundance management that despite its corner location, the store lacked...

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1524. **Fort Worth Star-Telegram (TX)** - July 22, 2001 - 6 METRO

**Keller planners ask Whataburger restaurant for new look**

Whataburger's most visible advertising is not its logo, commercials or signage. It's the orange and white roof. Founded in 1950, the company has made the orange and white A-frame design a symbol of its burgers along highways for four decades. But the design often affronts the sensibilities of planning and zoning departments of communities that frown on attention-getting building styles. In those cases, conformity crowds out...

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1520. **Fort Worth Star-Telegram (TX)** - December 25, 2009 - D5

**Preview: Whataburger Orange division**

Whataburger Orange Monday-Wednesday, Thomas Coliseum, Haltom City  
Championship game: 8:15 p.m. Wednesday Tickets: Monday \$6; Tuesday, Wednesday \$7; one venue all-tournament \$17; all-venue all-tournament \$35  
Defending champion: Houston Wheatley Notable: The 52nd edition of the prestigious Whataburger features one of the most notable athletic programs in America. Long Beach Poly (Calif.), which in 2005 was selected Sports...

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1519. **Fort Worth Star-Telegram (TX)** - December 29, 2009 -

**Whataburger Orange tournament: Marcus, Long Beach Poly in Wednesday final**

HALTOM CITY Flower Mound Marcus and Long Beach Poly (Calif.) will play for the Whataburger Basketball Tournament Orange Division championship at 8:15 p.m. Wednesday at Thomas Coliseum. The matchup was sealed when Poly defeated Irving 58-46 in the second semifinal game late Tuesday night. Long Beach Poly's victory capped a big day that included a seemingly unlikely comeback in the quarterfinals. The Jackrabbits, with Shelton Boykin's 12 fourth-quarter points, came...

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1519. **Fort Worth Star-Telegram** - March 3, 1992 - 15 CLASS ACTS

**ARTISTS**



Who: Christopher Terrazas, 7, and Eddie Humphrey, 8 Claim to fame: Winners in Whataburger's first contest to design Kids Meal bags Turn up the volume. The time is now. To save our Earth. Make a difference somehow. - Eddie Humphrey Whataburger's new Kids Meal bag combines art, poetry and concern for the environment. The artwork and poem come from Nola Dunn Elementary's Christopher Terrazas and Eddie...

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